

# LIFE

UNIQUE NEWS COLOR PHOTOS  
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THE BOY BASEBALL COULDN'T TURN DOWN



FLAMING LAVA LICKS  
AT PALM TREES

20 CENTS

MARCH 28, 1955



QUALITY CRAFTSMANSHIP STYLE



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the finest wools in the world*

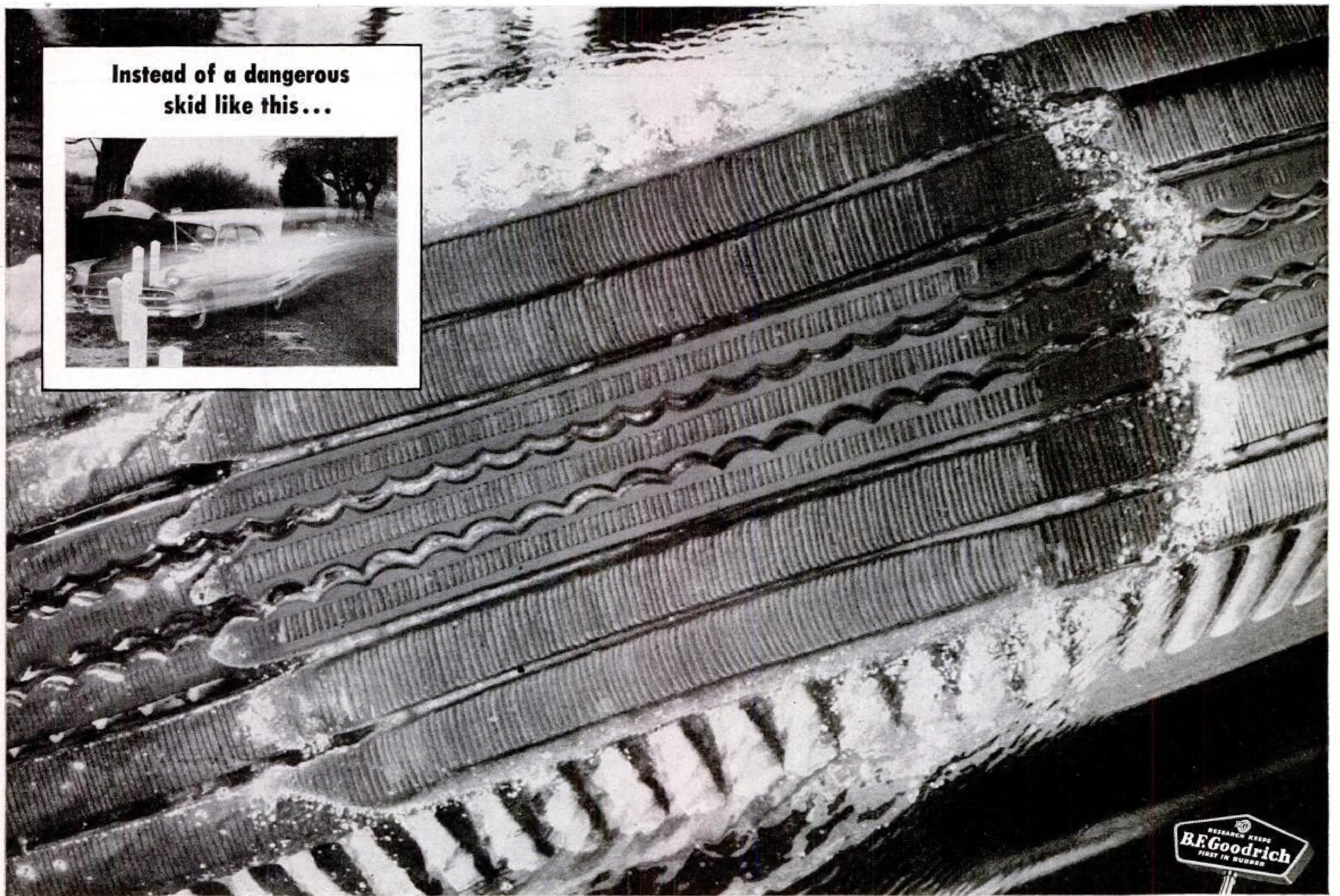
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# B.F. Goodrich *First in Tubeless*

Instead of a dangerous  
skid like this...



## ...here's how LIFE-SAVERS stop you safely

**THIS IS A CLOSE-UP PHOTO** of a B. F. Goodrich LIFE-SAVER Tubeless Tire coming to a stop on a sheet of wet, slippery glass. Taken from underneath, it shows what happens when you hit the brakes on a wet road.

Thousands of flexible grip-blocks go into action. They *flex*, wipe away the water, *grip* on the dried path, *hold* where other tires would slide. They grip with a caterpillar action. They're the result of a costly extra step in manufacturing.

The B. F. Goodrich LIFE-SAVER Tubeless Tire has a patented sealant under the tread. It seals punctures automatically, instantly, *permanently*, with the nail in or out.

The B. F. Goodrich LIFE-SAVER also has a patented liner, in place of an inner tube, that changes dangerous bruise-blowouts to safe s-s-slowouts, giving

you time to bring your car to a safe, controlled stop.

LIFE-SAVERS are made by the *inventor* of Tubeless Tires: B. F. Goodrich. B. F. Goodrich Tubeless Tires have a seven-year lead in use and proof. Our big head start, extra know-how and constant improvement keep B. F. Goodrich ahead. So why experiment? This is the tubeless year; get more with the pioneer!



LIFE-SAVERS fit your standard wheels. The Tubeless with the Mostest, they cost only a little more than ordinary tires. Convenient terms, low down payment are available at many retailers. Find the address of your retailer in the Yellow Pages under "Tires—B. F. Goodrich."



**...and they're backed by a  
7-year lead in use and proof**

People were using B. F. Goodrich Tubeless Tires years before any others were on the market. Typical was C. D. Myers, of Dallas, Texas, whose LIFE-SAVERS (his fifth set), in 1953, saved him from hitting a skidding car ahead on an icy bridge.

**Compare the Safety; Compare the Cost; Compare—  
you'll buy LIFE-SAVER—the Tubeless with the Mostest**



## Face to face with a volcano

The earth unleashes its inner fires in an island paradise—and LIFE's cameras record nature's awesome show in all its violence and color.



ERUPTING KILAUEA

## Athletes without oxygen

A high-level track meet in Mexico City (alt. 7,400 feet) turns into a scene of agony as Pan-American Games contestants fight the rarefied air.



AGONIZED RUNNER

## A general's legacy

On his deathbed "the greatest civilian soldier of our time" set down his ideas of what universal military training means to America.



GENERAL McLAIN

## Showcase for talent

Since its founding 150 years ago the Pennsylvania Academy of the Fine Arts has presented some of the most famous figures in American art.



ACADEMY STUDENT

## Dave Columbia tries out

What is it like to try out for the big leagues? LIFE follows a promising 18-year-old shortstop from Brownsville, Pa. to Florida to find out.



DAVE COLUMBIA

## The Easter bonnet, 1955

In strong colors and fragile fabrics, the new spring hats from top U.S. mil-liners are shown as they would be worn to church on April 10.



EASTER BONNET

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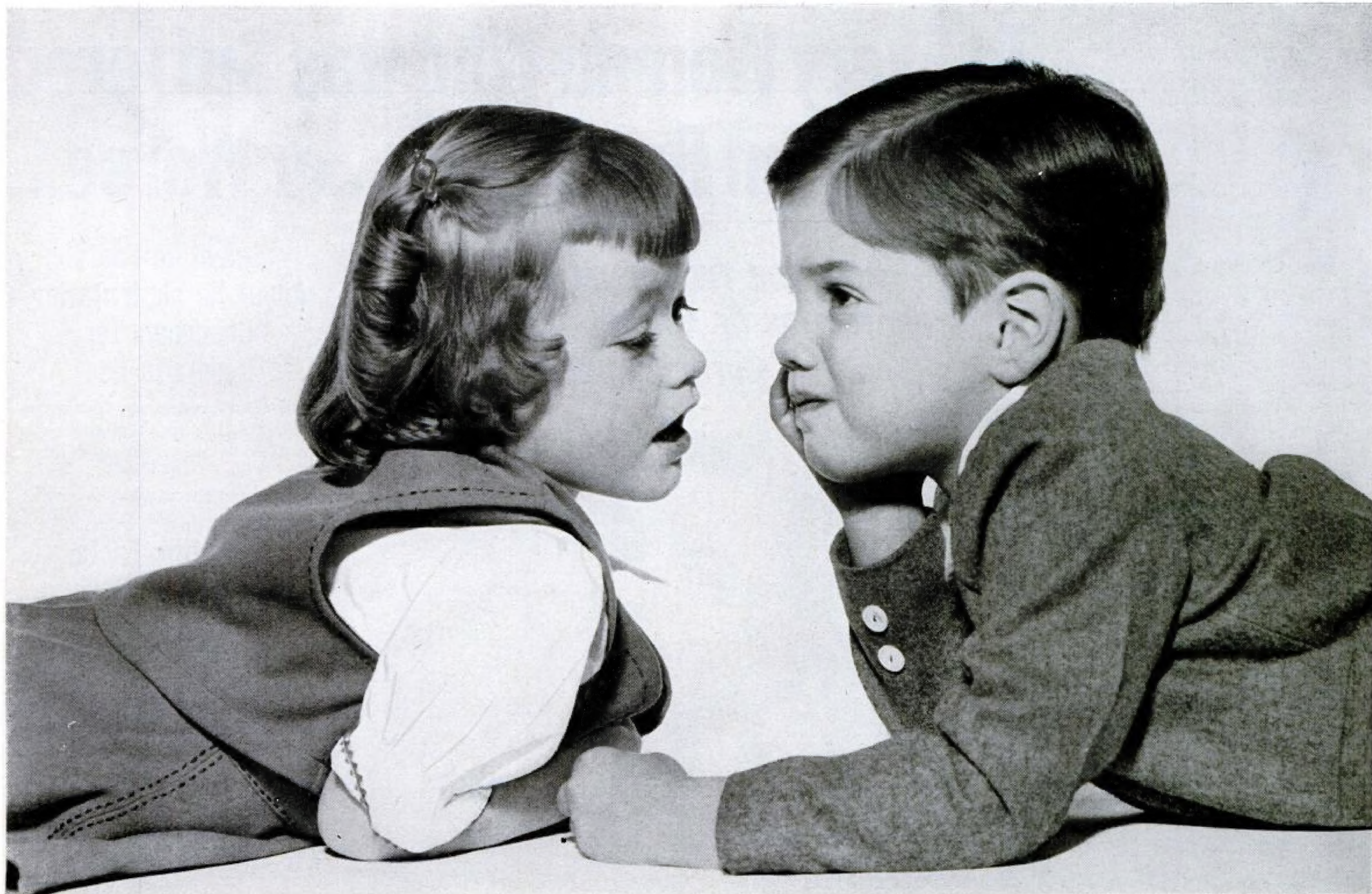
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# what are YOU going to be when you grow up?

A doctor or a nurse...an engineer or a teacher... maybe even President? No goal is too high for their dreams to reach. And of course you want to help make those dreams come true...

You can start, right now—with the way you answer your child's questions, with the encouragement you give his curiosity. Your home can stimulate his desire to learn...teach him to dig out the facts for himself...put him leagues ahead of his schoolmates—but you need the proper tools. More than two million parents use **THE BOOK OF KNOWLEDGE** as a guide in this important task.

## ANSWERS YOUR CHILD'S QUESTIONS

**THE BOOK OF KNOWLEDGE** was designed by parents, each an authority in his particular field, who understand your child's thinking, who know what will arouse and hold his interest. These experts know that while he reads for pleasure, he unconsciously absorbs a thousand facts he will remember far into the future. **THE BOOK OF KNOWLEDGE** answers every ques-

tion your child can ask. But—it does far more! It leads him on...makes him want to see what fascinations the next page and the next book hold. He may pick up a volume simply to see what makes the stars twinkle. But before he puts it down he will know the answers to many other questions, too. **Why is the sky blue? What makes the wind blow? How does a ball bounce? How do flowers get their color?** In a few enchanting hours your child finds answers to these and scores of other questions...learns dozens of useful facts his young friends have never even heard of!

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**THE BOOK OF KNOWLEDGE** captures your child's interest with the oldest of all attention-getters...the picture. More than 12,000 wonderful pictures—many in full color—draw him irresistibly into a text so informative it's a generation ahead. In its 7,600 pages your child will find information on every new dramatic development of the atomic age: rockets,

jet propulsion, radar, atomic energy, television; the machines and techniques of science, industry and modern living. And not only will he understand the age in which he lives: he will explore past ages through their history, their fine arts, their literature, geography and customs. His beloved **BOOK OF KNOWLEDGE** will become his constant companion in school\*, at play, on rainy days at home.

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Here's a gift for your children that will kindle their imaginations! **"RIDE THE MAGIC CARPET"** is a new, exciting full-color booklet the whole family will enjoy. Its 24 thrill-packed pages reproduce in full beautiful color actual pages from the latest edition of **THE BOOK OF KNOWLEDGE**. Its quizzes, games and nursery rhymes, its many vivid pictures, and its fascinating questions and answers **will give your child hours of enjoyment...and teach him dozens of useful facts.** To get a copy for your child, without obligation, simply send coupon today.

\*Used in schools and libraries throughout the U.S. and Canada

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There are.....children in my family, ages.....  
NAME.....  
ADDRESS.....  
CITY.....ZONE.....  
COUNTY.....STATE.....

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This One



RAK5-5Z6-7PT1



## Antibiotics in Your Daily Life



by  
William I.  
Fishbein,  
M. D.

The world hears a great deal of "miracle drugs" and most of them represent years of patient and diligent study in the laboratories and clinics.

For example, in 1931, Rene J. Dubos, then associated with the Rockefeller Institute of Medical Research, discovered tyrothricin. Tyrothricin is one of the most powerful of the antibiotics—stated simply, it is effective because it aids the defenses of the body in combatting harmful bacteria. The general use of tyrothricin has been delayed until research has definitely shown that it would cause no harmful effects or reactions. In the forefront of this research have been the pharmaceutical companies, and no company has been more zealous than McKesson & Robbins.

Tyrothricin is effective in preventing perspiration odor by inhibiting the growth of skin bacteria responsible for this condition—and this "magic" antibiotic is equally effective in skin infections, in sinus infections, for wounds, abscesses and burns, and for hemorrhoids or piles. Research also indicated the amount which may be used without causing sensitivity reactions, yet produce the maximum benefits.

Laboratory and clinical research has enabled McKesson and Robbins to announce a series of preparations for the specific uses outlined above. It is to their credit that they have not introduced them until they were convinced that excellent results would be obtained and that there would be no reactions. Tyrothricin used externally is not absorbed into the blood stream as are certain other antibiotics.

That is one reason why it is particularly suited for direct application to a localized spot of irritation or inflammation on the skin, nose or throat. McKesson and Robbins have developed special products for use on these portions of the body.

Look for these McKesson Antibiotic Products at Your Drug Store:

**NEO-AQUA-DRIN LOZENGES**—for the relief of minor throat irritations.

**NEO-AQUA-DRIN NOSE DROPS**—for the relief of congestion due to head colds, sinus, etc.

**UTOL**—for relief of pimples and minor burns and skin abrasions.

**BORIC ACID  
OINTMENT**

**AMMONIATED  
MERCURY  
OINTMENT**

**ICTHAMOL  
OINTMENT**

**ZINC OXIDE  
OINTMENT**

# To Every Woman Who Has Suffered Underarm Burn, Rash...or Worse...

**NOW, FOR THE FIRST TIME...  
THE PROTECTION OF A MIRACLE ANTIBIOTIC  
IN A DEODORANT!**



Revolutionary antibiotic New Yodora stops perspiration odor—gives safer, longer-lasting protection. Its light, creamy base keeps sensitive underarm area softer, smoother, lovelier. And New Yodora never cakes—always stays fresh—delicately fragrant. No other deodorant ever promised better, safer, surer protection from perspiration odor.

New Yodora is unconditionally guaranteed by McKesson & Robbins.

**Large Size 43¢, plus tax Economy Size 69¢, plus tax**



**The First...the Only  
Deodorant with  
Miracle Antibiotic  
Pertexol\* for  
Sensitive Skin!**

**A McKesson Product**

# **NEW YODORA**

## Scientific Facts About Harsh, Irritating Chemicals for Underarm Use

Laboratory tests show that these dangerous chemicals often invite trouble to sensitive underarm area. This is why you may have noticed redness, roughness of underarm skin.

## Scientific Facts About Revolutionary New ANTIBIOTIC Yodora

Only New Yodora contains Pertexol\*, the miracle antibiotic that combats bacteria responsible for skin irritations. New Yodora gives longer-lasting protection from perspiration odor because its exclusive antibiotic destroys odor-causing bacteria upon contact. New Yodora is guaranteed not to contain harsh chemicals that irritate skin and chemically ruin your clothes.



## Imagine a Deodorant Recommended for Shaving!

New Yodora with antibiotic Pertexol\* is so mild and gentle we can even recommend shaving with it. No other deodorant would dare suggest this!

1. Apply soft, antibiotic New Yodora—rub gently into skin.
2. Shave underarms with slow downward strokes.
3. Remove excess with tissue—smooth remainder well into skin.

That's all you need do to stop perspiration odor. Whether you shave or not, one application daily of New Yodora is the new, surer answer to your deodorant problem.

\*A brand of tyrothricin



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dial that lights up!



For information about availability and moderate charges for the light-up dial telephone and other new telephone conveniences now being made by Western Electric, call your Bell telephone business office.



Have you seen the new Bell telephone with a dial that lights up? It's perfect for bedrooms, sickrooms . . . or any dimly lit place. Just pick up the handset and the dial is instantly illuminated.

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# How do **YOU**

## clean stubborn spots off floors?



© The S. O. S. Co., Chicago, Ill., U. S. A. • S. O. S. Mfg. Co. of Canada, Ltd., Toronto, Ont.

### Use S.O.S.<sup>®</sup> to clean away heel marks, scuffs, black marks caused by furniture and hard-to-remove spots

Fast and effective as S.O.S. is for cleaning pots and pans—it's also the *easy* way to clean spots off linoleum, asphalt tile, vinyl tile, rubber tile, hardwood floors. Here's all you do:



1. Wet an S.O.S. pad. There's soap right in each pad to "cushion" the cleaning action.



2. Buff the spot gently with a circular motion. As the soap loosens and lifts the soil, the fibers rub it off.



3. Wipe the spot dry. If necessary re-wax. (Re-seal hardwood where soil has broken seal.)





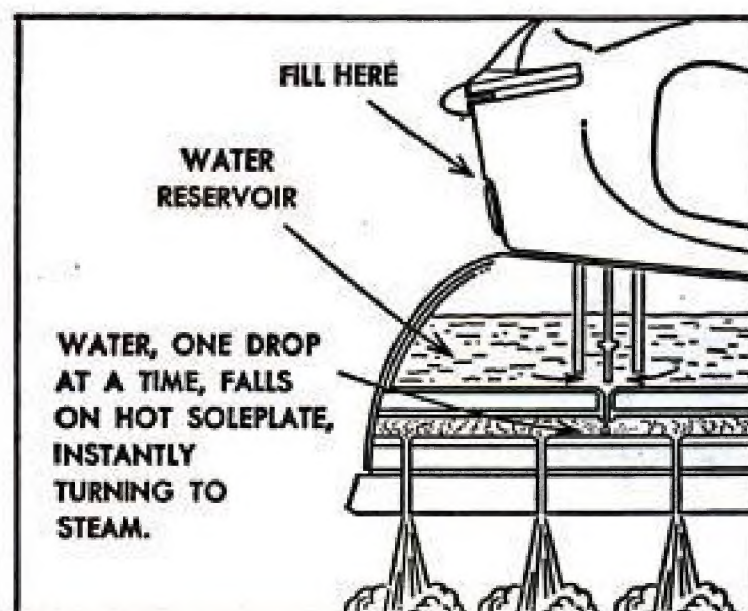
New G-E Steam and Dry Iron lets you...

# Iron most fabrics without sprinkling!

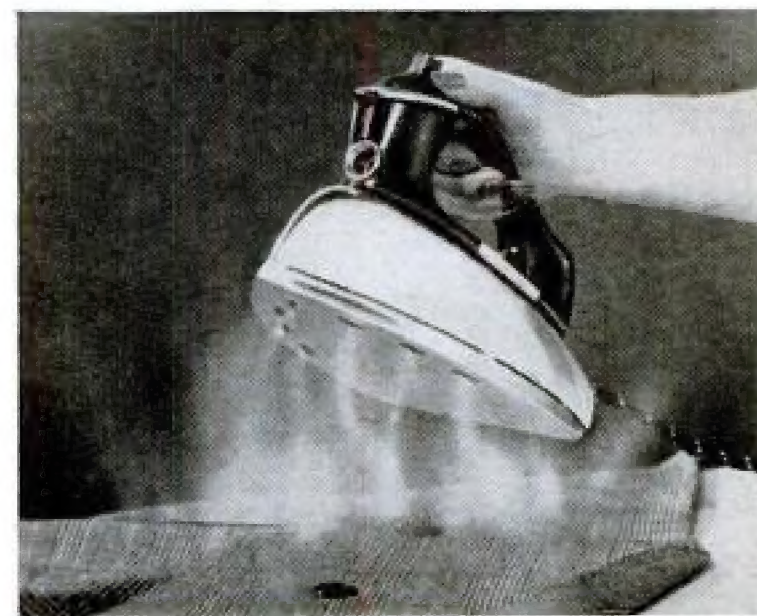
USE IT AS A  
**STEAM**  
IRON



1. "IRON WITHOUT SPRINKLING," says Kathie Norris, "everything except heavy cottons, linens and starched fabrics! The steady flow of steam moistens fabrics, saves you the time and work of sprinkling, and of ironing pre-moistened clothes."



2. INSTANT STEAM! Drop by drop, water falls onto hot soleplate... flashes instantly to steam. Then the steam stops automatically when the iron is placed on its heel rest. Uses tap water in all but extremely hard water areas.



3. PRESS LIKE A TAILOR! Press suits, skirts and sweaters without a damp pressing cloth! You can see where to put creases, so you press *perfectly*! Save money on all kinds of pressing bills—you can do it at home, professionally.



1. FOR HEAVY COTTONS, LINENS and starched fabrics, use it as a *dry* iron. You simply press the button to change your steam iron to a dry iron—no need to let iron cool down or even empty the water! You make the change instantly!



2. LIGHT, LIGHT WEIGHT! Only  $3\frac{1}{4}$  pounds! This iron weighs less than a woman's purse. Means much easier handling and a lot less work. Larger soleplate—more than thirty square inches—covers a much wider ironing area in far fewer strokes.



3. NO MORE SCORCHING! Visualizer Fabric-dial gives perfect heat for whatever fabric you're ironing! See this G-E beauty at your G-E dealer's today! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

USE IT AS A  
**DRY**  
IRON



IT'S TWO IRONS IN ONE!

ONLY  
**\$17<sup>95</sup>\***

\*Manufacturer's recommended retail or Fair Trade price.



STEAM & DRY  
**IRON**

SEE these other wonderful irons at your G-E dealer's: G-E Visualizer Iron (\$12.95\*), G-E Budget Iron (\$9.95\*), G-E Portable Steam Iron (\$14.95\*), G-E Automatic Travel Iron (\$9.95\*).

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



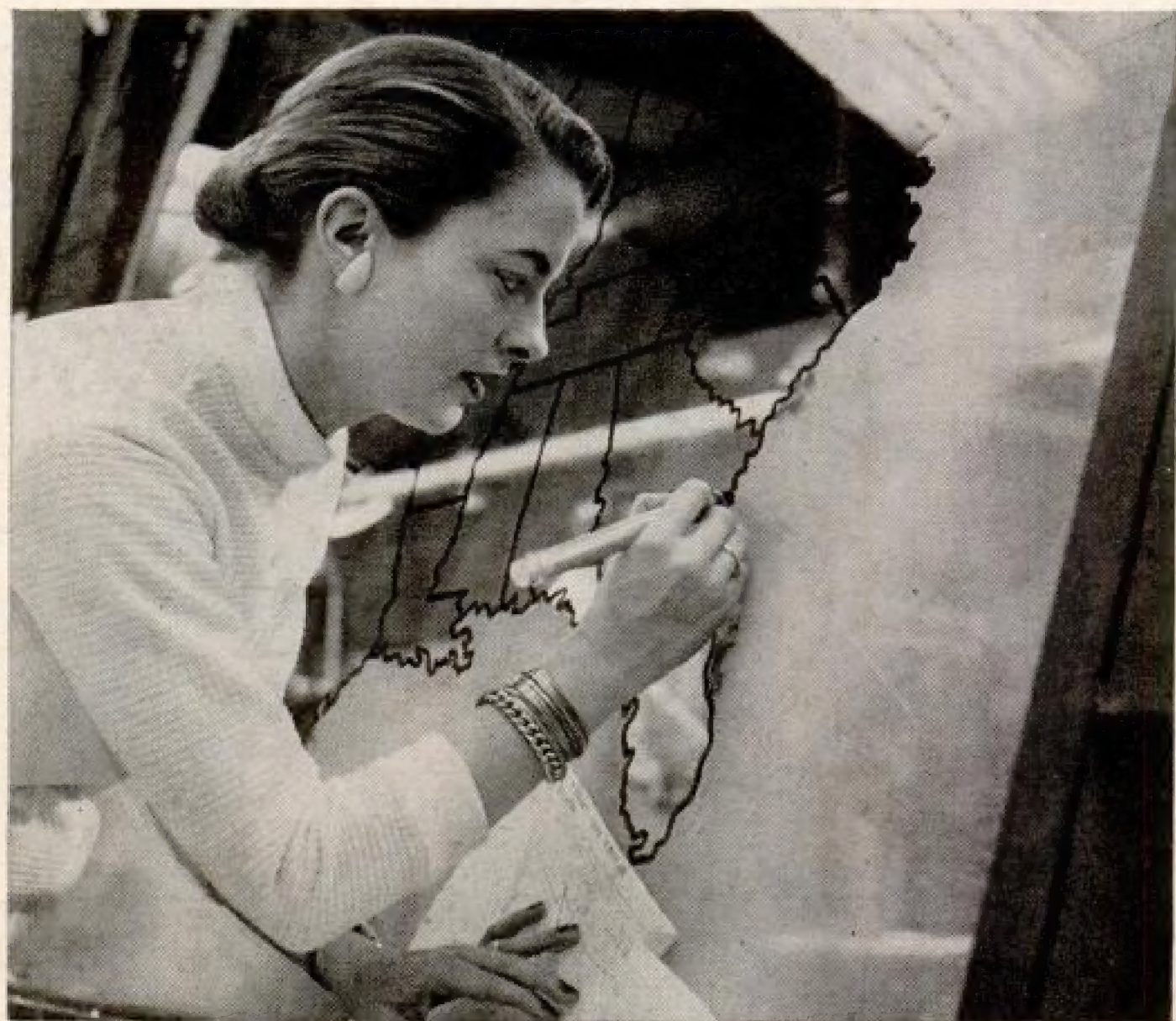


NEW YORK REPORTER Janet Tyler of WABD bundles up in a fur cape to report freezing weather.

# Weather Work for Women



IN DETROIT Millie Kelley, Connie Taylor, Verna Olson and Maureen Bailey (left to right) put on their best smiles in tryouts for weather reporting job



IN HOUSTON Liz Brandt of KTRK prepares glass map for telecast. During the program she stands behind it, draws in cold and warm fronts with an ink pencil.







← **WINDY WEATHER** is predicted so Janet Tyler pulls on an old hat, fights through an imaginary gust.

**WARM WEATHER** inspires Janet to break out a floppy umbrella-type hat to protect her from the sun.

## VISUAL TRICKS BRIGHTEN FORECASTS

Every evening television stations give viewers the weather forecast. But plain forecasts are nothing much to look at and producers have been trying to liven them up. On the theory that the only thing as variable as the weather is the ways of women and the knowledge that a pretty girl can make almost anything look more interesting, stations have been steadily

replacing male announcers with female forecasters. Right now Detroit's WJBK is holding a contest to pick five girls (one for every week-day) to show how the weather is shaping up. Even the prettiest forecasters, however, have to use tricks to brighten up their reports, and between girls and gimmicks, men (*next page*) are being more and more left out in the rain.

on station WJBK. Since the girls did not know an isobar from a low-pressure area the station hired a meteorologist to tell them what they were talking about.



IN WASHINGTON Tippy Stringer of WRC has created a cartoon character, Senator Fairweather, who here reports, flowers in hand, that spring is on the way.



# Exclusive Offer!

Made to introduce you to

## *Dinner Time* brand® Pot Pies



**IN CANS**—ready to open, bake, serve! Keep indefinitely with **NO REFRIGERATION**

**CHICKEN**—the real "Sunday dinner" kind, with choice vegetables and rich gravy—sealed between top and bottom crusts of tender, flaky pastry. 3 servings like this in every delicious pie!

**BEEF**—and plenty of it! This is famous Kansas City beef, tender and rich-flavored, mixed with vegetables and fine beef gravy, between crisp, tender crusts. Real home-baked flavor!



## *Dinner Time* brand® Solid Copper Server and Baker



Heavy heirloom copper  
Solid brass handles  
Smooth aluminum lining  
Complete with star hanger  
Use as baker or snack server

Order several! Get Dinner Time Pot Pies at your grocer's.

**\$3.00 VALUE  
ONLY \$1.00**

and Paper Circle from under the lid of any Dinner Time Pie.  
Mail to: Dinner Time Pies  
L. A. 27, Calif.

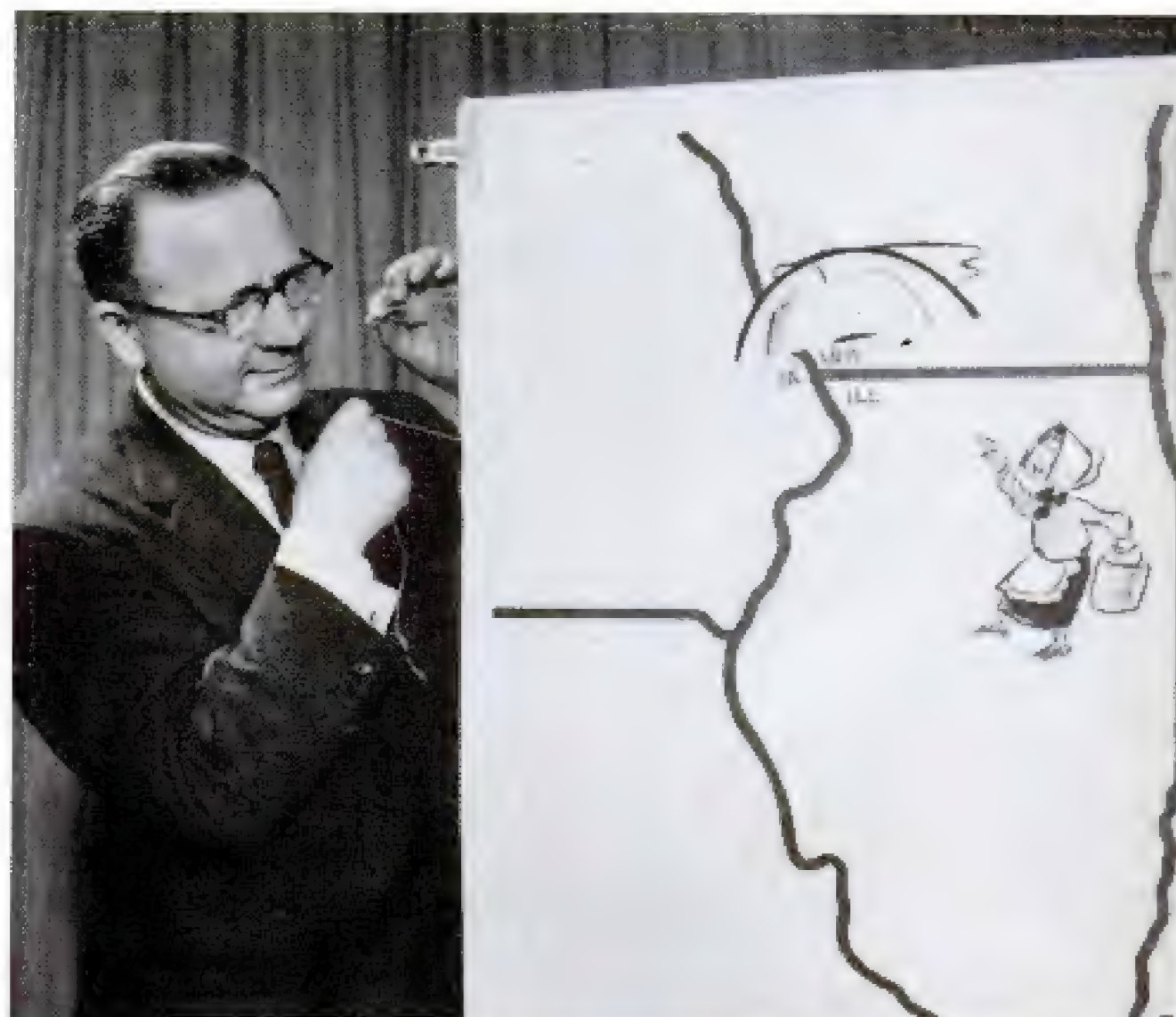
TRENTON FOODS, INC., KANSAS CITY, MISSOURI

WEATHER WOMEN CONTINUED

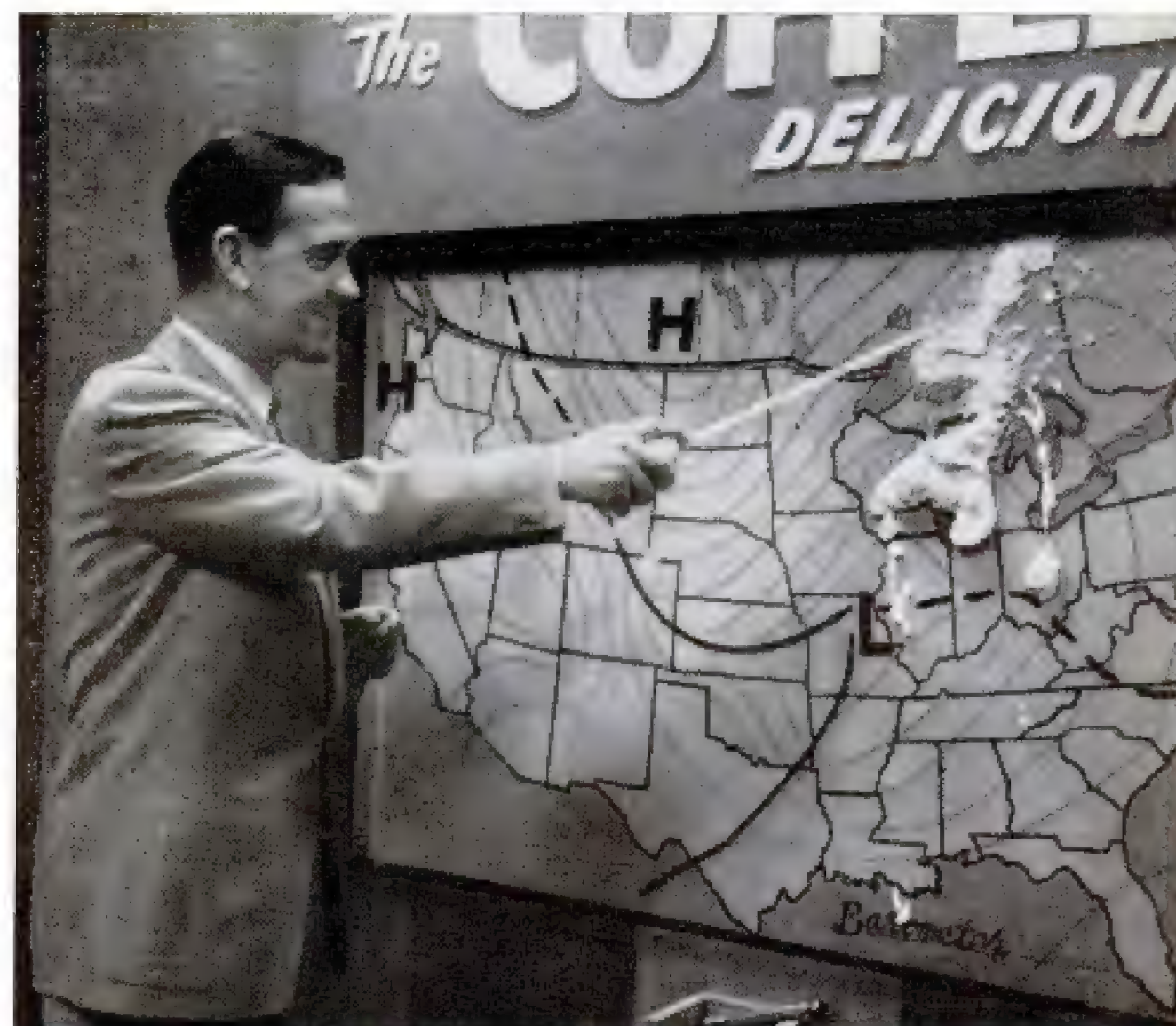
## FEW MEN WEATHER STORM



**MOVABLE FACE** of weather character, Uncle Wethbee, helps Tex Antoine of New York's WRCA explain weather forecast. Droopy mustache means rain.



**PAPER PUPPETS** are used by P. J. Hoff on Chicago's WBBM-TV. Here Susannah South Wind advances on Nanook North Wind's igloo and melts it.



**SHAVING LATHER STORM** is squirted on map by Bill Carlsen of Milwaukee's WTMJ to show heavy snowfall. Light snow is put on with shaving brush.



# All automobile insurance is the same until you have to use it!



**1** Until you're involved in an accident, it makes no difference what kind of automobile insurance you carry. Sitting in a desk drawer or a safe deposit box, one policy is as good as the next. But when your car is damaged—when anyone is hurt—some big differences make themselves known.



**2** For instance, if you were in an accident away from home—and owned a Travelers policy—you could count on getting *on-the-scene* help from the local Travelers man. There are thousands of them—each pledged to give you the kind of service you'd expect from your own agent at home.



**3** If you've ever had an accident involving collision, property damage or bodily injury—you know how important the settlement of claims can be. With many policies you may have to battle through lengthy correspondence with an impersonal home office. Not so with The Travelers. The local Travelers agent is the man who looks out for you. He has the experience and interest to see that your claim, big or little, is promptly dealt with.

As long as you buy insurance to protect yourself from minor and major accidents that *can* happen—it makes sense to buy the best automobile insurance. Then if you have to use it—it will serve you well.

YOU WILL BE  
WELL SERVED BY

# THE TRAVELERS



INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

*All forms of personal and business insurance  
including Life • Accident • Group •  
Automobile • Casualty • Fire*



# LETTERS TO THE EDITORS

## THE PATH OF BUDDHISM

Sirs:

The superlative article, "The Path of Buddhism" (LIFE, March 7), explains a difficult religion, elusive in origin and evolution. It is in vast contrast with the myriad of texts which inevitably depend on the research and opinion of one man and somehow always give the old scented flavor of tea.

MARGARET HAYDEN RECTOR

Annapolis, Md.

Sirs:

You did a more thorough job on Hinduism last month than on Buddhism. The excessive play of the statues of Buddha, the colorful rituals, was superfluous.

HITOSHI TSUFURA

National Young Buddhist Association  
San Francisco, Calif.

Sirs:

As American Buddhists we would have appreciated some mention of the many churches and thousands of followers of Buddhism in the United States.

GUY C. TAYLOR

TOM T. MAEDA

West Los Angeles Young Buddhist Association  
Los Angeles, Calif.

● There are 63,000 Buddhists in the U.S.—ED.

Sirs:

It may interest you to know that Buddha is a Christian saint, the Holy Saint Josaphat of India.

This came about as the result of a religious romance entitled *Barlaam and Josaphat* which was eventually accepted to be true around the Seventh Century. The story, about a Hindu prince (Josaphat) who became converted to Christianity by Barlaam, a missionary priest, finally found its way into *The Lives of the Saints*. In the 19th Century it was shown that this legend was almost identical with an early biography of Buddha.

ROGER TOMPKINS

South Byfield, Mass.

● Buddha is not officially a Christian saint. Though Barlaam and Josaphat were listed as saints in a 17th Century *Roman Martyrology*, the Roman Catholic Church today regards them as "purely legendary figures."—ED.

Sirs:

The sacred mountain in Ceylon shown in your story is more generally known as Adam's Peak. The peak is called Sri Pada only by the Buddhists in reference to the single footprint at the top, a shallow depression about five feet long which is attributed to the Buddha. His other foot, according to the legend, rested over 100 miles away in the north of the island.

Adam's Peak was also sacred to the aborigines, who dedicated it to Saman, their god of woods and mountains; to Hindus, who conceived the footprint to be

that of the god Siva; to Christians, who attribute it to St. Thomas the Apostle; to Gnostics, who (like the Chinese) said it was made by the First Man; to Mohammedans, who blame it on Father Adam. This would undoubtedly make Adam's Peak the most sacred place in the world.

N. A. FORDE

Philadelphia, Pa.

Sirs:

Since when were the people of Ceylon called Ceylonese? In the two years I spent there during World War II, I always heard them referred to as Sinhalese.

DOUGLAS D. SELLARS

Sudbury, Ont., Canada

● Sinhalese is the popular term.—ED.

Sirs:

Your pictures of the Shwe Dagon Pagoda in Rangoon were particularly interesting to me because I have been working on a motion picture showing Girl Guides of Burma scrubbing the walk of this pagoda. The pictures of these Girl Guides will be included in a motion picture highlighting services performed by Girl Scouts of the U.S.A. and Girl Guides around the world.

CAROL HALE

New York, N.Y.



GIRL GUIDES AT RANGOON PAGODA

## \$20 FOR EACH AND EVERY ONE

Sirs:

Let me congratulate you on the concepts of right and decency which prompted the writing of your editorial, "\$20 for Each and Every One" (LIFE, March 7). May LIFE ever be a haven through whose workings a righteous indignation will crystallize to drive party gangsterism and political demagoguery out of American public life.

JOHN ANDREW HOFSTEAD

Boulder, Colo.

Sirs:

I agree with the principle of no tax cuts until the budget is balanced. But I have the bad taste to remember the complete lack of indignation which both LIFE and President Eisenhower showed last year when the Republicans cut excise and dividend taxes. . . .

MRS. JAMES GOODRICH

Stockton, Calif.

Sirs:

LIFE is damn right as to the \$20 tax cut.

M. B. FALLGATTER

Kintyre, N. Dak.

Sirs:

The profanity used in LIFE's editorial to condemn the proposed \$20 tax cut well illustrates the paucity of the arguments used.

LESTER S. GILLETTE

Fostoria, Iowa

## NEW HEAD AT HOUSE OF FATH

Sirs:

Congratulations on your sympathetic article, "New Head at House of Fath" (LIFE, March 7). As a friend of Genevieve Fath's, I am very grateful for your calling attention to this talented and courageous woman.

LILY PONS

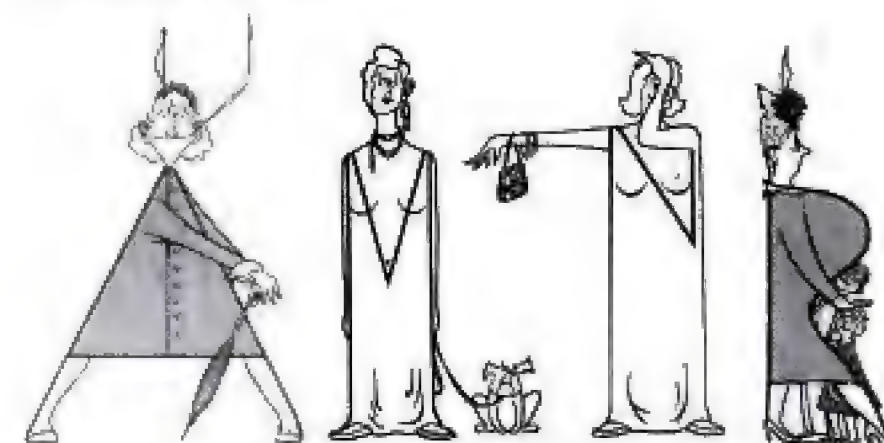
New York, N.Y.

Sirs:

It is obvious that Christian Dior recognizes talent when he sees it. Witness the *Yale Record's* "A" Look—as well as the "M," "N" and "R" Looks—from our October 1954 fashion feature.

JOCKE STEVENSON  
NED ZIMMERMAN

*The Yale Record*  
New Haven, Conn.



"YALE RECORD'S" ALPHABET FASHIONS

## SPEAKING OF PICTURES

Sirs:

If the Walt Disney rocket traveler (Speaking of Pictures, LIFE, March 7) is to lie "prone," he will have to turn over. His present position, on his back, is supine.

MYRTIS DREKA

Wilmington, Del.

## FROM CONTINENT TO CONTINENT

Sirs:

You are to be commended for articles such as "From Continent to Continent" (LIFE, March 7) which give the public some idea of what the rest of the world is capable of. If we listened to the smooth and honeyed words coming out of Washington we would all be lulled to sleep.

G. B. JACKSON

Franklin, Pa.

Sirs:

What is going to prevent the IBV rocket from burning to a crisp when it strikes the heavier air mass? I am sure a modern-day Hercules "skipping" a stone over water at 10,000-plus mph would throw a stone that would end up as a cinder.

F. H. DURKEE

Williamsport, Pa.

● Engineers expect the rocket to get hot, but not to burn up. It will "skip" in and out of denser atmosphere before heat caused by air friction endangers it.—ED.

## STAG'S LAST STAND

Sirs:

The stag in your picture, "Stag's Last Stand" (LIFE, March 7), had more than earned its freedom. After five and a half hours of relentless pursuit the mighty hunter "cut its throat" after it was cornered in a nearby stable. Is this sportsmanship?

HELEN M. ETZKORN

Hawthorne, N.J.

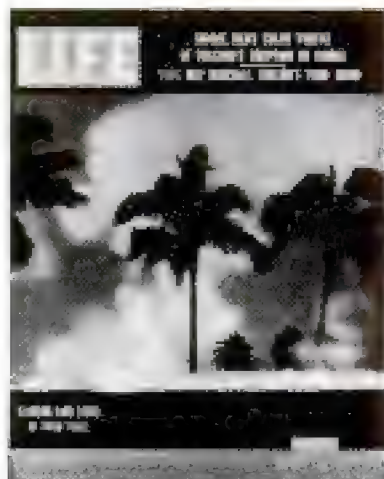
Sirs:

Why didn't the duke practice on his own throat?

MRS. H. GOLDMAN

Rockville Centre, N.Y.

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Far Left: TT Club 0008.

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\*Trade Mark





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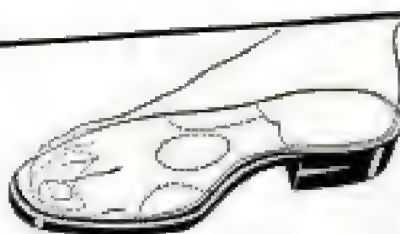


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THE NEW DEEP WAVES swirl from the brow into smoothly brushed curls at the neck. It takes more than a pin-curl, it takes a real home permanent, a Prom, to hold waves and curls in "Cascade" and other new hair styles.



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# hair styles



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It takes a *real home permanent*, the kind you roll up on curlers, to *hold* these waves in the new longer, softer hair. A pin-curl permanent just won't do the job—it fades away too fast. You need Prom, the home permanent just made for the new hair styles.

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ANATOMY OF A VOLCANIC FIELD IS SHOWN IN THIS CUT-AWAY PAINTING OF STRICKEN SECTOR OF HAWAII ISLAND. THE NEW LAVA FLOWS ARE, IN RED

## AN OLD AFFLICTION RETURNS TO PLAGUE HAWAII

# COLOR AND FURY OF A VOLCANO

One of the showiest and costliest volcanic eruptions of modern times was overrunning fertile fields of the island of Hawaii last week (*see cover*). As the earth shook, pressures in the island's molten core were forcing lava out of long fissures on the slope of the great, intermittently active Kilauea volcano.

Kilauea is on the southeast part of the island, not far from the larger crater of Mauna Loa which erupted five years ago. The cut-away painting above shows how the volcano's

structure governed the course of this latest month-old eruption. The rift zone is an area where the structure has cracked many times previously, permitting lava to burst up through it. The present eruption has broken through in four major areas 20 miles southeast of the town of Hilo, in a region still bearing the marks of two eruptions of the 18th Century. One break has produced a stream that runs down to the sea in a steaming cataract. Along the rift zone are cinder cones and craters of

old disturbances. Lava rising in vertical fissures ultimately will solidify into dikes that will permanently seal cracks now erupting but not prevent opening of new ones.

Throughout the present eruptions the crater of Kilauea, whose lava lies 800 feet from the rim, remained dormant. But from the new fissures the lava flowed down over sugar cane and coffee fields, papaya groves and woodland and farm houses, in a fury shown on the following pages in all its spectacular color.





**A MOLTEN MASS** glows in a sugar-cane field near the threatened village of Kapoho. This type of lava flow, known as aa (pronounced ah'-ah), has a rough,

chunky surface looking something like coke. It is moving at the rate of 250 feet per hour and was described by a volcanologist as "active as any I've ever seen."





**FIERY GEYSERS** of lava spray into the air after a jagged 10-foot-wide crack ripped across a field of sugar cane. Some spurts from the fissure reached heights of 500 feet.



**SEETHING WALL** of lava crawls over roadbed like a huge, ravenous amoeba while showers continue. A photographer who walked too close said area felt like a furnace.



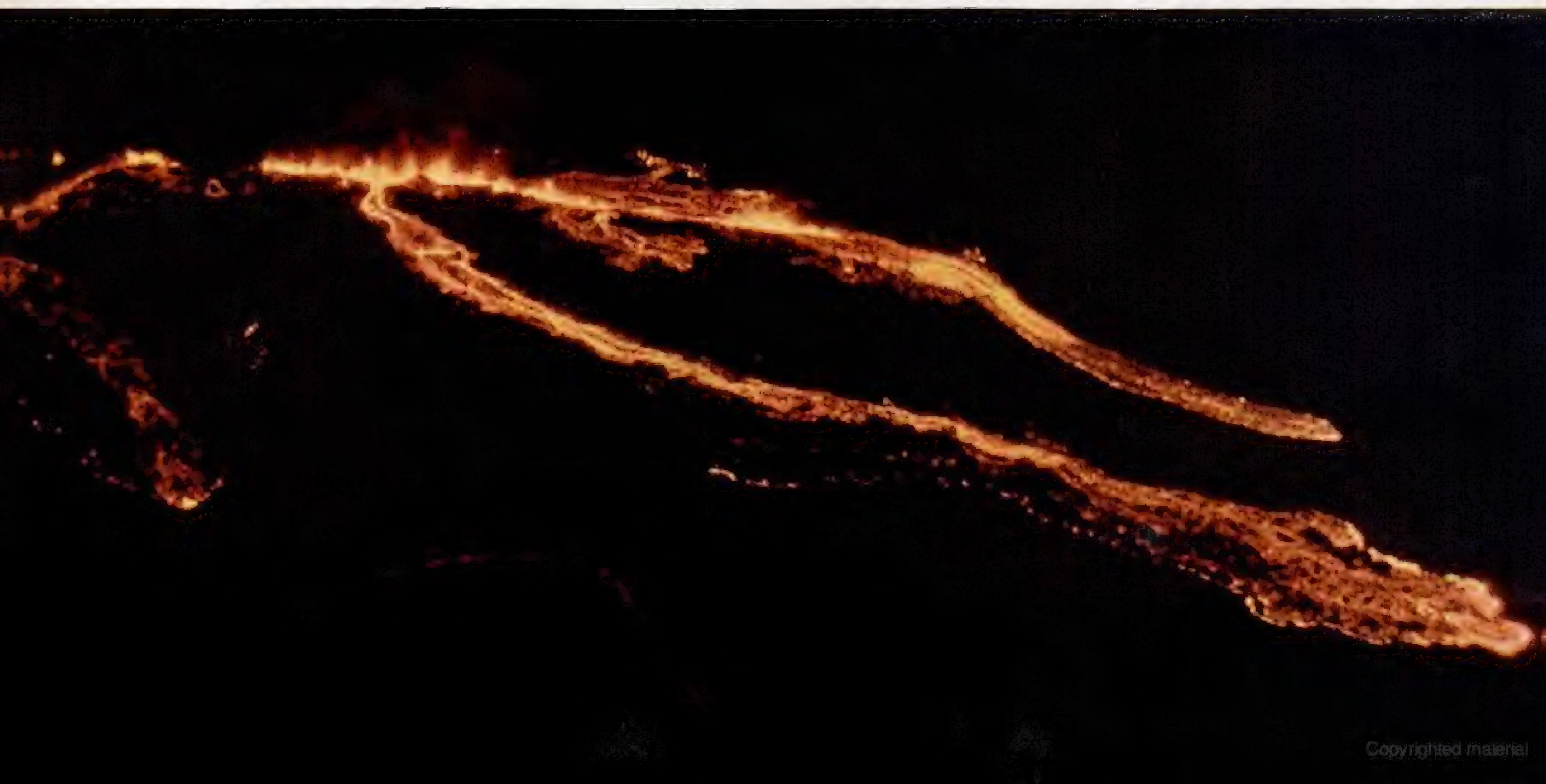






**FLOOD OF LAVA** advances toward a patch of woods (*above*), less than 50 feet from roadway. Searing heat already has scorched trunks of the closest trees.

**GLOWING RIVERS** of lava race from mile-long fissure in this aerial view (*below*) taken at dusk. Two streams at right push toward village of Kapoho.







**BAKED BANANAS** hang from a tree scorched by the lava flow that covered the adjoining field of sugar cane. Inspecting farm damage, Honolulu reporters walk in

inch-deep cinders sprayed from the erupting cone in the background. Sulphur fumes from the volcanic vents ruined crops that were not touched by the lava.

## THE BLISTERED LAND AND ITS SAD PEOPLE

Viewing the damage, some islanders looked toward Kilauea crater—home of the mythical Hawaiian fire goddess Pele—and came up with an answer: "Pele is angry." The signs were convincing. Lava had buried 500 acres of some of the world's richest topsoil, formed of lava

deposited centuries ago. What with land, crops and houses ruined, the loss came to \$3 million. But because expert Gordon Macdonald had been able to predict the eruption, it destroyed no human life. Police were ordering evacuations as new vents were opening (*next page*).



← **DESPONDENT**, refugees wait at aid center. Many farmers had all their money in land now worthless.



**FEARFUL**, refugees who fled spared village of Kalapana balk at Macdonald's suggestion they go home.





**FISSURE OPENS** in a cucumber patch, attracting attention of Macdonald, volcanologist, and hatless assistant, Curtis Kamai, who were in the area watching another eruption. They approach on the run.

**SMOKE APPEARS** as earth bounding the crack → heaves upward an inch or two, then falls back. Realizing an eruption is about to begin, Macdonald sets up his tripod and begins taking photographs.

Volcano CONTINUED

## FIRST CLOSE-UPS OF VOLCANIC VENT'S START



**SMOKE THICKENS** and swirls around Macdonald and helper. Hissing sound comes from crack, grows louder as earth shakes. Two minutes later first small

blob of lava spurted six inches from the ground. It was a great moment for Dr. Macdonald. The birth of a volcanic vent had never been photographed before.









**NEAR SUFFOCATION** after 200 meters, Alexis Bloem of Dutch West Indies fights painfully for air.

**BLACKING OUT**, Brazil's Edgar Freire is grabbed by friends as he sags after running distance race.

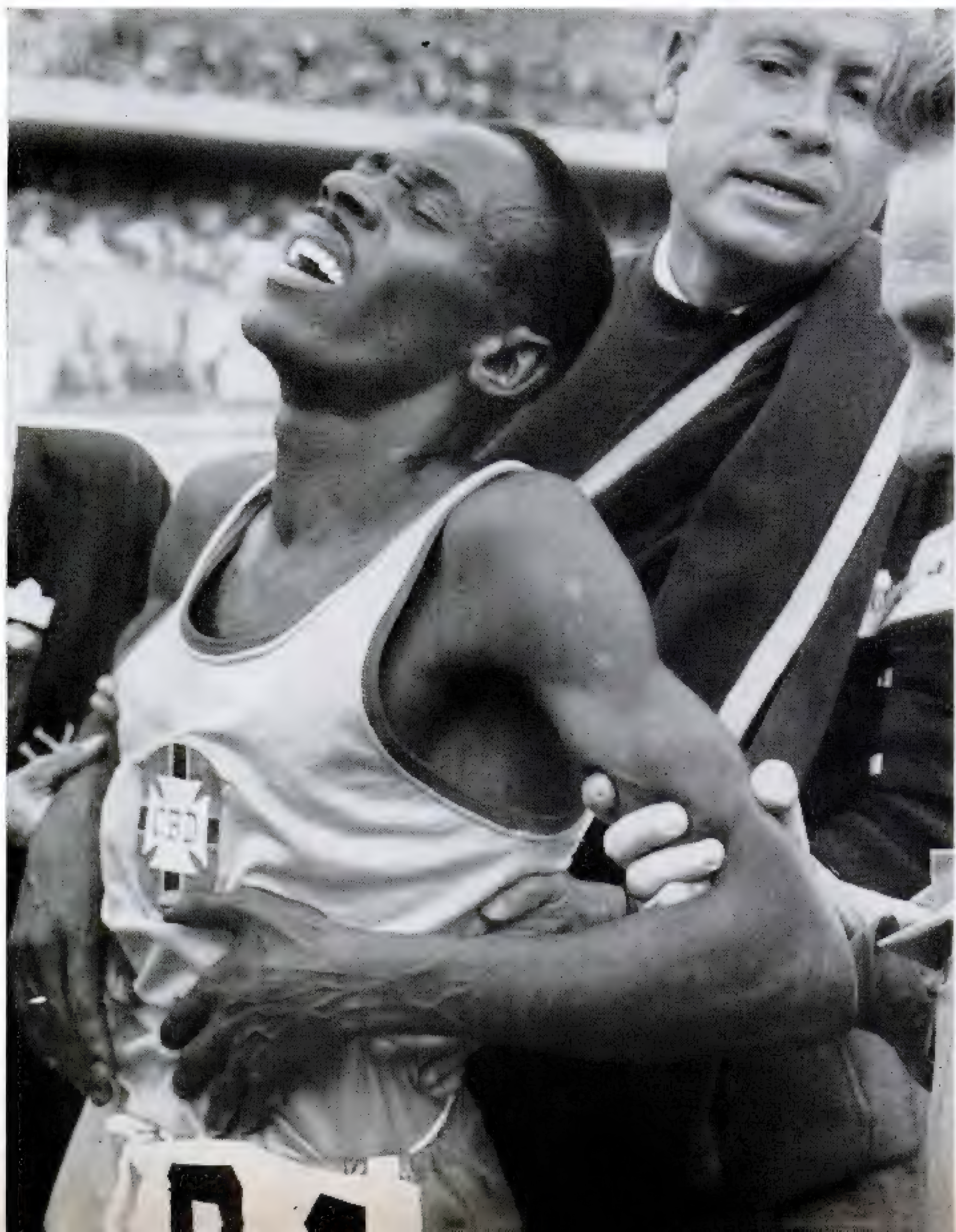
# PAN-AMERICAN

In Mexico City last week at the Pan-American Games athletes from 22 nations acted out a gruesome pageant. A girl sprinter from Trinidad fell unconscious to the track in the first event, and for the next six days contestants wobbled about the field with limp arms and agonized expressions. As they dropped, stretcher-



**GRIM STRETCHER-BEARERS PARADE OFF FIELD**

**IN NEED OF OXYGEN** AFTER 10,000-METER RUN





# MEET PROVES A LUNG BUSTER

bearers rushed over to them, closely followed by men with oxygen bottles.

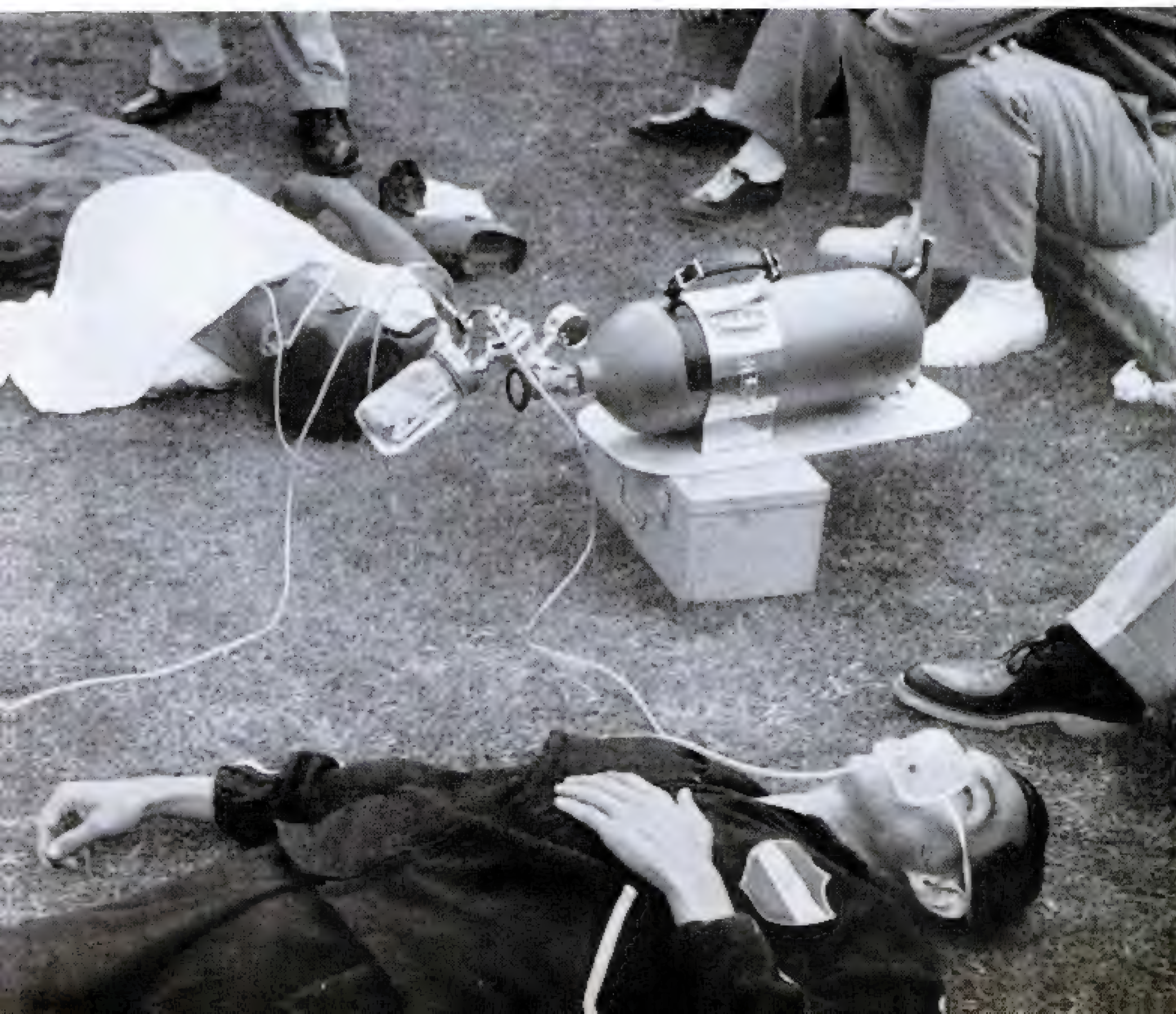
Mexico City is 7,400 feet above sea level and the athletes were suffering from altitude poisoning. Only the Argentines, who swept the three big distance races, and the Mexicans, were ready for the rarefied air and lack

of oxygen, having trained at the high altitude. The Americans, fresh from sea level, ran off with most of the medals and also ran almost completely out of breath. Hurdler Josh Culbreath, who had to get up off a stretcher (*below, right*) to receive his gold medal, said, "My throat felt on fire down to my stomach."



WITH FIRST ALTITUDE VICTIM, JAMAICA'S CYNTHIA MILLS, WHO PASSED OUT DURING 60-METER DASH

THREE ATHLETES WEAR MASKS PLUGGED INTO THE SAME BOTTLE, A COMMON SIGHT DURING THE GAMES



STRICKEN. Wanda Dos Santos, a hurdler from Brazil (*above*), barely manages to totter off after 80-meter race, but Josh Culbreath of U.S. (*below*) is lugged away after winning the 400-meter hurdles.







HUGE UNIVERSITY OF MEXICO STADIUM WAS FILLED WITH AN ESTIMATED 100,000 PEOPLE WHO CAME FOR OPENING CEREMONIES OF PAN-AMERICAN GAMES.

## OUT OF THE THIN AIR CAME WORLD RECORDS

Mexico City's thin air, which made athletes drop like flies, might have helped them before they collapsed. While there is less air to breathe, there is less to resist moving objects—golf balls, for instance, go further than at sea level. Bob Richards of the U.S. (right) had no trouble getting up high enough to win.

Brazil's Adhemar da Silva did better, propelling himself to a new world record in the hop-step-and-jump. Two broad jumpers, Rosslyn Range and John Bennett of the U.S., fell just short of the great Jesse Owen's world mark.

The dash men and those performing in field events turned in spectacular efforts while ex-



**GASPING LUNGE** helps Lou Jones of New Rochelle, N.Y. (No. 126) reach finish line first (left) in



the 400 meter race. But the altitude had taken too much out of him. After hitting the tape he first lost

balance, then consciousness (center). When Jesse Mashburn turned to help him, Jones lay sprawled





LONG COLUMN IN CENTER IS THE U.S. SQUAD

pending energy in brief bursts. Those in longer races had more trouble although with each day in Mexico all athletes became better adjusted to the altitude. Even so, the performance of U.S. quarter-miler Lou Jones in the 400 meters came as a rocking surprise to everybody who saw its dramatic ending (*below*).



on the cinders (*right*) unaware that he had broken the world's record with a time of 45.4 seconds.

BOB RICHARDS SOARS 14' 9 1/4" TO WIN POLE VAULT →





# THE SOURCE OF YALTA'S TRAGEDY

The full record of Yalta (*see p. 38*) which the State Department published last week contains many new sidelights but no real surprises for anyone who has read good histories of World War II, such as Churchill's (*LIFE*, Nov. 9 and Nov. 16, 1953) or Chester Wilmot's (*LIFE*, March 10, 1952). It does furnish the Republicans with more ammunition against the memory of Franklin Roosevelt. One blushes, for example, to learn how kittenish were his attempts to make friends with Stalin by means of cheap digs at the British behind Churchill's back. In a way the Yalta record is one long argument for greater Anglo-American unity, making Roosevelt's alternative "Grand Design" of Big Three unity seem as unrealistic then as now.

But that is not the whole story. Yalta is still one of history's major tragedies, and its full meaning calls for the full contemporary setting of February 1945: the Red army sweeping into Prussia, the Western allies just recovering from the setback of the Bulge, General Marshall estimating a million American casualties to conquer Japan without Russia, etc., etc. There was every excuse for Roosevelt and Churchill to make concessions to Stalin. The question is why they made the concessions they did, and how the wrongness of those concessions can be recognized in future situations of similar temptation and pressure.

The chief victims of Yalta were free Poland and free China, which went into Communist captivity as a direct or indirect result. Neither country was represented at Yalta. The atmosphere of Big Three arrogance in which their fate was decided is illustrated by a statement of Roosevelt's: "he did not attach any importance to the continuity or legality of any Polish government, since he thought in some years there had been in reality no Polish government." Yet his own

administration had all along backed the Polish government in exile and had many signed agreements with it, including the Atlantic Charter. The same heady note was more bluntly struck by Stalin, who declared it "ridiculous to believe that Albania would have an equal voice with the three great powers who had won the war. . . ." What could not live in such an atmosphere was not only the voice of small nations, but the voice of any general principles of law and conduct that are the only alternative, in international as in domestic affairs, to the rule of fear and force.

"An increasing disregard of the right of weaker nations"—that was the source of Yalta's tragedy, wrote Historian G. F. Hudson in *Commentary* nearly a year ago. "During the last two years of his life Roosevelt fell more and more under the spell of his vision of a world governed arbitrarily for its good by a conclave of three men. . . . But it was necessarily Russia, and not the Western powers, that gained by Big Three dictatorship, for it implied principles of an authoritarian, and not of a democratic, order. The democracies can never play the totalitarian game unless they themselves become totalitarian; their interest as democracies lies in a world of independent and freely associated nations large and small."

It will take years of a more principled foreign policy before the West can wholly live down Yalta and re-establish its own coherent system, in which order is a function of consent, and power is "not the parent but the servant of the right to command." The lesson of Yalta for the powerful is to resist the temptation to appease Communism with other people's freedom, be they Poles, Chinese or the Albanians for whom Stalin expressed such scorn. Yalta's victims remain on the agenda of liberation. That is what we confront when we turn from recriminations over Yalta to the long task of expiating it.

## THE TRAINING OF SOLDIERS

The argument of a dying man always carries great eloquence. That of Lieut. General Raymond S. McLain on behalf of universal military training (*see p. 111*), which he wrote in full knowledge of his imminent death, has also the passion of a devoted officer who knew that thousands of younger men had died needlessly because other young men had not been adequately trained in time.

An outstanding example was the U.S. 3rd Division (Eisenhower's own former outfit). It made the first landing at Fedala, in North Africa, on Nov. 8, 1942. Because it was blooded, it also spearheaded the invasion of Sicily, then of Salerno, then Anzio, then, after the capture of Rome, the invasion of southern France. After crossing the Rhine and winding up in Austria, the redoubtable 3rd, having surrounded the Alps, had outdone Hannibal, who merely crossed them. And from beginning to end it had taken nearly 35,000 casualties, more than twice the original strength of the division. In those 30 months of bloody combat its battle-weary survivors, time and again, had to stay in the line without adequate rest or relief for the sole reason that there were not enough well-trained new troops to take their place.

Such experiences add force to the general argument for UMT. But that does not make it a conclusive argument. With all due respect to General McLain's moving plea, readers should know that the debate on a technical level has found that a lot of intelligent Army men feel just as strongly on the other side, not to mention Navy and Air Force men whose services get little or no benefit from UMT. To the many older arguments against UMT they add this: that thermonuclear realities have changed combat conditions so much that every

soldier of the future will have to be almost as much a specialist as the airman of the jet age. UMT would not contribute enough to this needed specialized preparation to justify its considerable cost.

For these, and other, reasons, any large-scale form of UMT is probably impractical for the immediate future. However, a modified form of it is offered in an Administration bill now before Congress, which, while continuing to draft the men needed for specialized jobs, also would provide each year for 100,000 or more young men under 19 to avoid conscription by volunteering for a six-month training course followed by a 7½-year reserve obligation.

This bill may or may not be the best possible solution. Some persuasive critics, who point out that a year's training is necessary to ready a soldier for combat, doubt if six months' training will make him ready for much of anything—and that the little he does gain will be quickly lost. If young men are not needed in the services as draftees, they contend, it is a waste of their time and industry to put them through a military boondoggle when they might be better preparing themselves for specialized war service in electronics, meteorology or other militarily useful branches of civilian life.

Thus the argument stands, one which probably only another war, if it comes, would ever really settle—since nobody can now be sure what the nature of such a war would be. Should it call for rapid expansion of the regular Army, as in all past wars, then the Administration bill ought at least to provide some protection against the errors of the past which so moved the late General McLain.





## Did you know Franco-American also makes Macaroni—with lovely cheese sauce?

**I**F YOU don't know about this enticing FRANCO-AMERICAN Macaroni, we feel sure you'll thank us for telling you.

It's completely different from popular Franco-American Spaghetti, but equally irresistible. It has an elegant *cheese* sauce, instead of the *tomato* sauce you get with the Spaghetti.

This Macaroni is a miraculously easy dish to prepare. You simply place the contents of the can in a saucepan and heat it.

Or if you like our photograph, duplicate it this way: put Franco-American Macaroni in a casserole, cover with buttered bread crumbs, and brown in your oven.

Your family will love it like this. So will your guests. And won't you be proud! Nobody in a million years would guess this wasn't like *homemade* Macaroni.

You can be proud of Franco-American Macaroni for another reason, too. It's wonderfully nutritious. In fact, one aver-

age serving has more protein in it than a farm-fresh egg.

The ingredients we use are really fabulous. Farm butter and milk. A shelf-cured Cheddar cheese, carefully selected for Franco-American. And all this, mind you, for about nine cents a serving!

FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUP.

**Franco-American**  
Macaroni





# THE *FORWARD*

## It strikes a spark in



In a hurry to get at tomorrow, and quick to accept changes for the better, youth of today eagerly welcome the brightness and freshness of THE FORWARD LOOK with enthusiastic words like these:

"Sweet length and lowness and speedy lines make these cars the smartest in my book."

"They look alive like cars should look, but the clincher is when you drive them. There's nothing to touch 'em!"

And these young-minded people like the best-performing and the

newest of all V-8 engine designs, the *only* passenger car V-8's, in America, using airplane power principles.

They like PowerFlite, the smoothest and swiftest of all *no-clutch transmissions* on the road today!

They like the modern drive selector *on the dash*, not the steering column . . . handier when you start, out of harm's way as you drive!

They like the smarter swept-back posts on the new wrap-around windshield that give it the widest eye-level vision of all.



# LOOK the heart of America !



And they like Chrysler Corporation's exclusive Coaxial *Full-time* power steering, the safest and easiest kind today!

When young Americans, the world's most severe car critics, put

their "Okay!" on THE FORWARD LOOK, you know it must be new and exciting. See it today in the Plymouth, Dodge, De Soto, Chrysler and Imperial . . . and discover the magic that's making more people change to Chrysler Corporation cars than ever before.

**CHRYSLER CORPORATION**  **THE *FORWARD* LOOK**

**PLYMOUTH, DODGE, DE SOTO, CHRYSLER, IMPERIAL—The newest new cars of the year!**

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## The Parker touch



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## New pen writes with no pressure at all!

The Parker 51's remarkable new Electro-Polished point is so smooth that there is absolutely no scratch—or catch! It writes with perfect ease *even on the most sensitive mousetrap!*

You get the same feeling of silken smoothness on paper. *The Parker touch.* Flawless writing that no other pen can match because only Parker Pens have the Electro-Polished point—smoothed to a mirror finish by a new, electro-chemical process. Add to this

Parker's two-finger filling. Its wonderfully sleek design. Its tremendous ink capacity. And you wonder. Isn't it time to put the Parker touch to every word you write? You *can* for as little as \$5.00!

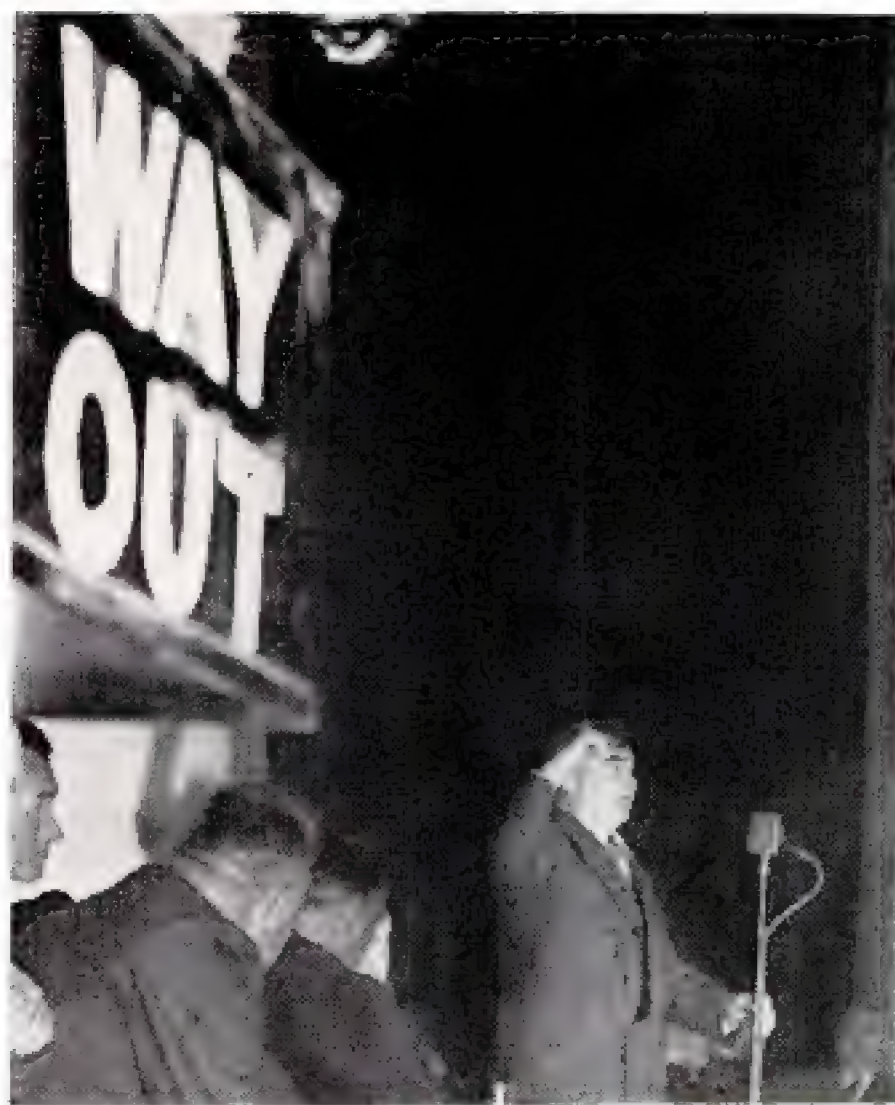
*If you're gift buying:* See the new *Parker Smart Set* . . . Parker EP Pen and matching Jotter ball point, from \$8.95.



**The Parker Pen Company**



## ALERT PHOTOGRAPHERS FOUND HANDWRITING ON THE WALL



AT A RALLY in Ebbw Vale, Bevan delivers a 1951 election speech under a prematurely prophetic sign.



ON A SALLY for air Bevan and friend stroll by another sign during a Scarborough Labor conference.



UP AN ALLEY Bevan enters back of Scarborough's theater during a 1954 party meeting hostile to him.



A TIGHT-LIPPED BEVAN LEAVES AFTER BEING DRUMMED OUT OF LABOR DELEGATION IN PARLIAMENT

## BAD BOY BEVAN GETS BOUNCED

But forcing him from Labor M.P. group may make trouble for Attlee

Aneurin Bevan, the brilliant, erratic, anti-American left-wing Welshman, has plagued the British Labor party for years. He was briefly expelled in 1939 for advocating a united front against fascism with the Communists. In 1944 he came close to it again for opposing the war-time no-strikes policy. In 1951, after a disagreement over rearmament, he resigned from Prime Minister Clement R. Attlee's cabinet.

Recently, after Bevan heckled Attlee on Labor's attitude toward using a British H-bomb, right-wing Labor leaders demanded his expulsion from the party's parliamentary group. Last week Labor M.P.s approved—providing wry support for something cameramen have been predicting (*pictures at left*)—but the vote was so close (141-112) that it threatened to break Labor in two. Attlee, in landing a big punch on Bevan, might also have knocked himself out.



DOUBLE KNOCKOUT in *Daily Mail* cartoon shows Herbert Morrison declaring Clem Attlee the winner.





HAPPY PARENTS GET CLARENCE BACK FROM NURSE. HATHAWAY IS 53, WIFE 32

## THE LISTENING HAND

### Blind and deaf parents win fight to keep baby

The mother, as she slept, kept her hand tightly on the cradle in order to know when her baby was crying, for except by the vibrations up her arm there was no way she could tell. Both Mrs. Harold Hathaway and her husband are blind and deaf, save for slight vision she has in one eye. The listening hand was part of the Hathaways' passionate determination to prove they could rear their baby.

In February, soon after the birth of Clarence, a normal baby, the county welfare board in Akron, Ohio questioned whether the Hathaways could care for and should keep him. The Hathaways protested violently. So did hundreds across the nation. The case reached a judge who suggested the board give the Hathaways a chance. Joyously the Hathaways got their baby from the hospital, where their doctor had sent him during the controversy. A nurse began teaching his mother how to raise Clarence. "He is the only thing I ever had of my own in my whole life," said Mrs. Hathaway.



**BLOWING WHISTLE.** Hathaway calls neighbor to get her to wire good news to a relative. He will use same technique to summon help in baby emergencies.

AS SHE NAPS WITH CLARENCE, MRS. HATHAWAY RESTS HAND TO HEAR CRYING →







**STUDYING FORMULA** with the help of visiting nurse, Mrs. Hathaway reads large letters, which she can barely make out with 10% vision she has in one eye.



**BATHING BABY**, Mrs. Hathaway, following lettered instructions, prepares to place him in pan of water. After Clarence's bath father will feed him from bottle.



# SOME FOOTNOTES FLESH OUT THE YALTA STORY

The bulky record of the Churchill-Stalin-Roosevelt conference at Yalta in 1945 not only provides pointed lessons in diplomacy (*see Editorial*) but also fleshes out a story already well-documented. It affords intriguing evidence that meetings of great men at the summit are much like

meetings of ordinary men at sea level. They indulge in transparent evasions, try to cap each other's bright remarks, say things they shouldn't. Here along with some pictures apparently considered too informal to be included in official records, are some anecdotal footnotes to the event.



AT RUSSIAN SECTION OF CONFERENCE TABLE MOLOTOV (LEFT) AND MAISKY FLANKED STALIN. AT RIGHT, GROMYKO



ABOVE: STETTINIUS, ALGER HISS, HOPKINS, ROOSEVELT, BOHLEN. BELOW: BEHIND CHURCHILL, CADOGAN, BYRNES



## JOE'S REJOINDERS

At the conference table Stalin proved himself to be a master of fast comeback. When President Roosevelt, invoking Caesar's wife to drive home a point, said, "I did not know her but they said she was pure," Stalin retorted, "They said that about her but in fact she had her sins." Stalin also showed a deadpan arrogance. At one meeting, when asked about the views of the leaders of Poland's Lublin government, sponsored by Moscow, he said he didn't know—putting forth the preposterous explanation that he couldn't get the Polish leaders on the telephone.

## FDR'S INDISCRETIONS

Roosevelt proved indiscreet in some of the private chats with his coleaders. At his first meeting with Stalin he told him that he felt even more bloodthirsty toward the Germans than he had a year earlier. He hoped, he said, that Stalin would again propose a toast to the execution of 50,000 German army officers. At a later chat, largely concerned with the Far East, Roosevelt remarked tartly that one of the big difficulties in talking with the Chinese was that "anything said to them was known to the whole world in 24 hours."

## PM'S HOMILIES

Churchill's rhetorical gifts were often muted into simple homilies. When Roosevelt suggested that the conference could be completed in five or six days, Churchill said only if some agenda items were discussed before. "I do not see any other way of realizing our hopes about world organization in five or six days. Even the Almighty took seven," he wired the President. When Roosevelt and Stalin were pressing for a firm decision on postwar dismemberment of Germany, Churchill demurred. The fate of 80 million people, he noted, could not be decided in 80 minutes.



# NEW APPLE JELL-O

Now there are seven delicious flavors! Jell-O's latest has a bright, refreshing taste—  
a magnificent golden color! It's a sensation for salads (and for desserts)!



JELL-O IS A REGISTERED TRADE-MARK  
OF GENERAL FOODS CORP.



**Tonight?**



# Campbell's frozen

New and very special kinds of soup  
Campbell's can now bring you—  
thanks to freezing!

These are the soups you remember long after the last spoonful is gone . . . the kind you've always wished you could have more often. No reason now why you can't, because Campbell's has them for you—right in your grocer's freezer.

Freezing—that's how these very special soups came to be. For only freezing makes it possible to capture and hold the delicate, subtle flavors which set these soups apart in a soup world all their own.

See for yourself if this isn't so. Reach for them in your grocer's freezer—Campbell's Frozen Soups.

## OYSTER STEW

Made the way famous oyster houses make it. Choice, tender oysters. Fresh, whole milk. Creamery butter.

## GREEN PEA with HAM

This is the real old-fashioned kind of pea soup. Slow-simmered with lots of tender ham.

## FISH CHOWDER

A "shore" dinner—real New England style. Made with the white, delicate meat of fillets of ocean-fresh haddock.

(Fish chowder at present available only in Eastern U. S.)

## CREAM of POTATO

Potatoes glorified! Made with fresh, whole milk, creamery butter, a little onion and a touch of genius.

## CREAM of SHRIMP

Most elegant soup ever—fine shrimps in rich cream with butter, spice and everything nice.



Look for Campbell's



# oups

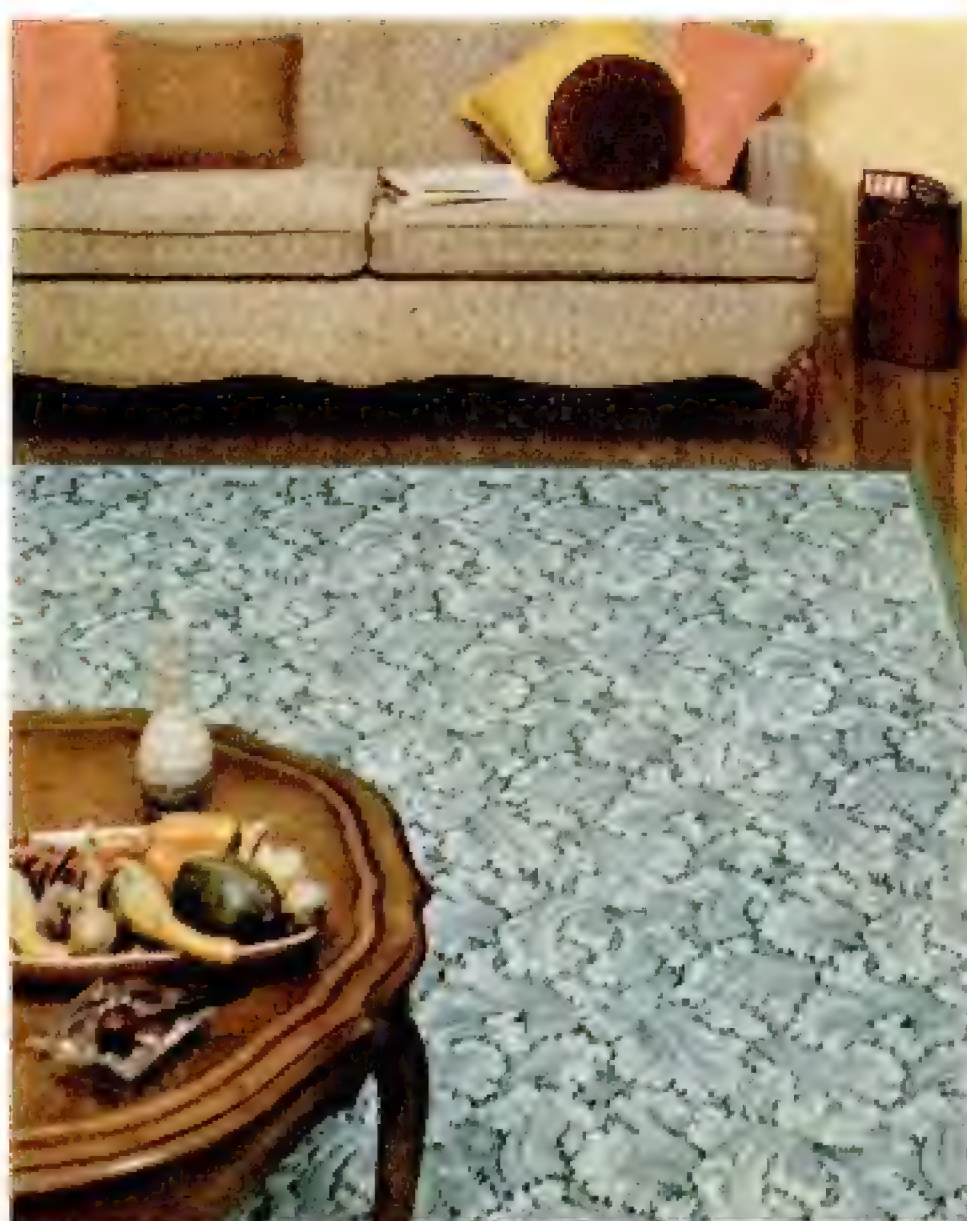


*Frozen Soups—in your grocer's freezer today!*





"Square-Tex" (#945). By the yard, 6', 9' or 12' wide. Also in black, blue or green with grey.



"Cascade" rug (#464). 6' x 9' to 12' x 15'. Also in beige or grey.



"Sequin" rug (#942). By the yard, 6', 9' or 12' wide. Also in pink, red, grey, off-white, green or tan. <sup>†</sup>Trade-Mark

*A new floor in minutes!... just roll it out!*

## GOLD SEAL CONGOLEUM® RUGS

*Beautiful!... sanitary!... easy to clean!... only \$13*



"Garden" rug (#422). 6' x 9' to 12' x 15'. Also in rose, taupe or grey.



"Cross-Stitch" (#957). By the yard, 6', 9', 12' wide. Also green, grey.



"Jackstraw" rug (#470). 6' x 9' to 12' x 15'. Also in green or beige.

Appr. price 9' x 12' rug. Slightly higher in some localities.

**GOLD SEAL CONGOLEUM**—America's best known enamel-surface floor covering—is still America's best buy! It's the thriftiest way of adding color, sparkle and ease of maintenance to any room in a matter of minutes. Just roll it out . . . it lies flat without fastening . . . you can move it from room to room . . . take it with you when you move. You'll enjoy its beauty for years; tests show that Congoleum outwears other enamel-surface coverings by 1/3! In rugs or by-the-yard. 71 patterns—many inspired by the latest decorator trends. Clear, true, fade-resistant colors. See the newest ones at your Gold Seal dealer's

now. Find his name under "Linoleum" in your classified phone book. Benefit from the Gold Seal guarantee of satisfaction—or your money back.

### 19 places to put Gold Seal Congoleum rugs:

Kitchen	Den	Work room	Laundry	Porch
Dining room	Nursery	Sewing room	Pantry	Sun-room
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**For home or business . . .**

**you get the finest choice of all in...**

INLAID LINOLEUM • RANCHTILE® LINOLEUM • LINOLEUM, VINYL, VINYLBEST, RUBBER, CORK AND ASPHALT TILES • CONGOLEUM® AND CONGOWALL® ENAMEL-SURFACE FLOOR AND WALL COVERINGS VINYLFLOR • VINYLTOP

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**GOLD SEAL®**  
**FLOORS AND WALLS**

CONGOLEUM-NAIRN INC., KEARNY, N. J.





AT BUDDHIST TEMPLE OF BODHNATH, TOUR IS GUIDED BY ENGLISH-SPEAKING HEAD LAMA (CENTER). TOWER'S HUGE EYES REPRESENT ALL-SEEING DEITY

## A COOK'S TOUR INTO KATMANDU

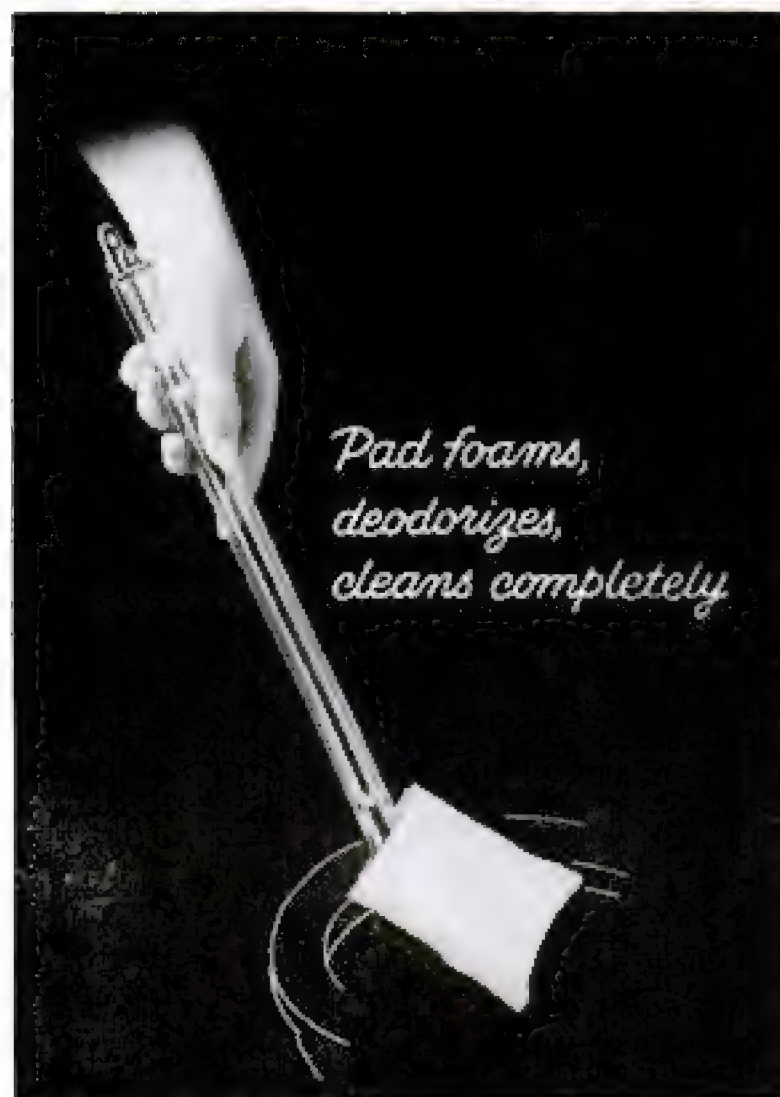
The irrepressible stream of tourism, which has upset many a sanctuary, finally broke into remote Nepal. Nestled in the Himalayas, Nepal has for a century peevishly shut its borders to all but a few foreigners. But recently Boris Lissanevitch, a British-naturalized ex-Russian, managed to lease a palace in Katmandu, capital of Nepal, and to convert it into the "Royal

Hotel" by flying in everything from cutlery and cooks to flush toilets. Then Lissanevitch lobbied until Nepal allowed Thomas Cook & Sons to fly in a tourist group, consisting largely of Americans who had come into Bombay on a round-the-world steamship tour. Even in Nepal tourists were tourists: one of them dispensed candy Life Savers to Katmandu beggars.



# WE'LL PAY YOU 50¢ TO TRY\*

**Jonny mop**  
TRADE MARK PATENT APPL. FOR DISPOSABLE TOILET MOP



*Pad foams,  
deodorizes,  
cleans completely*



*Then flushes  
away, like  
toilet tissue*

**Pay 98¢ Now, get 50¢ back. Here's how...**

Cut out demonstration picture numbered "1" from "Jonny" Mop handle package. Mail this picture to Personal Products Corp., Dept. L-328, Milltown, N.J. with your name and address. We mail you 50¢.

OFFER EXPIRES MAY 15, 1955

**\*P.S.** You'll throw away that germy, drippy toilet brush forever.

PERSONAL PRODUCTS CORPORATION, MILLTOWN, N. J.

## Cook's Tour CONTINUED



**PAMPERED PANDA** named Pandora, the pet of Hotel Manager Lissanevitch, nibbles at sugar and bananas fed to her by Mrs. E. C. Oliver of Adrian, Mich.



**STUFFED SOUVENIR** of retired General Bahadur, who owns hotel, is examined by Californian sightseers Mrs. Alice Wallace and Mrs. Anna B. Hilton.

CONTINUED ON PAGE 46





**WONDER-WEARING X-90** is a new development of Larkwood laboratories which originated fabulous Stocking X†—the world's first sheer stretch nylons.

## GUARANTEED—90 DAYS' WEAR FROM EVERY 2 PAIRS!

Yes, you can get 90 days' wear from every 2 pairs of these beautiful sheer stretch nylons. Larkwood gives you this written Guarantee: If 3 stockings of your 2 pairs develop runs before your 90-day Guarantee expires, return both pairs and you will receive 2 new pairs FREE. Wonder-Wearing X-90† stockings stretch from toe to thigh to skin-fit your legs and feet exactly. By exactly, we mean they won't over-stretch, bag, sag, wrinkle, twist or bind anywhere. They

keep your seams straight all day. Adjust to any garter length, and give you new-found comfort. They never lose any of their stretchability or dull "makeup" look. "CHADOLON"\* yarn makes X-90 stretch so easily, 3 sizes fit everyone—Petite, Average, Tall. Wonder-Wearing X-90 stockings are on sale at all good stores. Write us for the name of the store nearest you. Here's a wonderful way to wear sheer stockings and economize. 2 pairs for \$4.95.



# LARKWOOD new sheer stretch X-90

*the first sheer stretch stockings that skin-fit your legs—never bag or sag!*

CHADBURN HOSIERY MILLS, INC., CHARLOTTE, NORTH CAROLINA

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# Shop, save... and plan ahead at Baby Thayer's Big Birthday Party



It's my own baby's Birthday Party. Little Scotty is a year old — and the whole Thayer family is giving a big birthday party. You and your baby (or baby-to-be) are invited.

Your local Thayer dealer planned this big savings party months ago. He ordered the great baby bargains you see on this page. We made them — at great savings — during our slack season. These savings are passed on to you. Every item typical Thayer quality.

Even if you and your baby aren't quite ready yet — most Thayer dealers will hold any item till wanted for a small deposit. If you are "expecting", Joan Thayer wants to send your baby a present. A crib bumper worth \$3.75, if you select a crib... a carriage pad worth the same if you select a carriage. Your dealer will give you a duplicate receipt for your down payment. Get it now. Send it to Joan Thayer, Thayer, Inc., Thayer Square, Gardner, Mass., and upon your baby's birth we will send the gift right away.



**Thayer**  
BETTER LIVING FOR BABIES



**4 DRAWER MATCHING CHEST**  
Makes a perfect companion piece to the crib.  
Bargain at **\$46.95**

**MATTRESS BARGAIN**  
Innersprings with new cotton felt. Lambkins cover. Tufted. Firm and wetproof. The very best... for baby. Only **\$15.95**

**SAVE \$10 on this CRIB**

Finest Thayer hardwood construction, both sides raise and lower, safety plastic teething rail... everything for the finest baby in the world. The lamb decorations are lovable. Choice of beautiful white or grey, birch or maple finish. Regularly \$49.95, now only **\$39.95**



Carriage... one of Thayer's finest. Deluxe chrome fittings. 3-position backrest.  
Bargain at **\$49.95**



Jolly Jitney with new, long, low look. Fibreglas body. Carriage, car-bed, bassinet, all in one.  
Special **\$21.95**



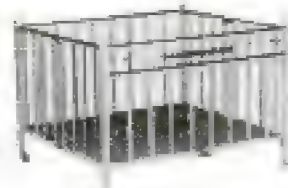
Thayer's new stroller-carriage. New streamlined look. Beautiful and safe.  
Only **\$39.95**



**COMBINATION HIGH CHAIR**  
Converts into play table. Removable tray, "sit-rite" seat. A real buy at **\$14.95**



**SHOPPING STROLLER**  
with Fibreglas body. Folds, has detachable canopy, 3-position reclining back. **\$12.95**



**PLAY YARD** with Pres-toe action. Opens, closes in one motion. 6-piece plastic train moves on play rail. **\$19.95**

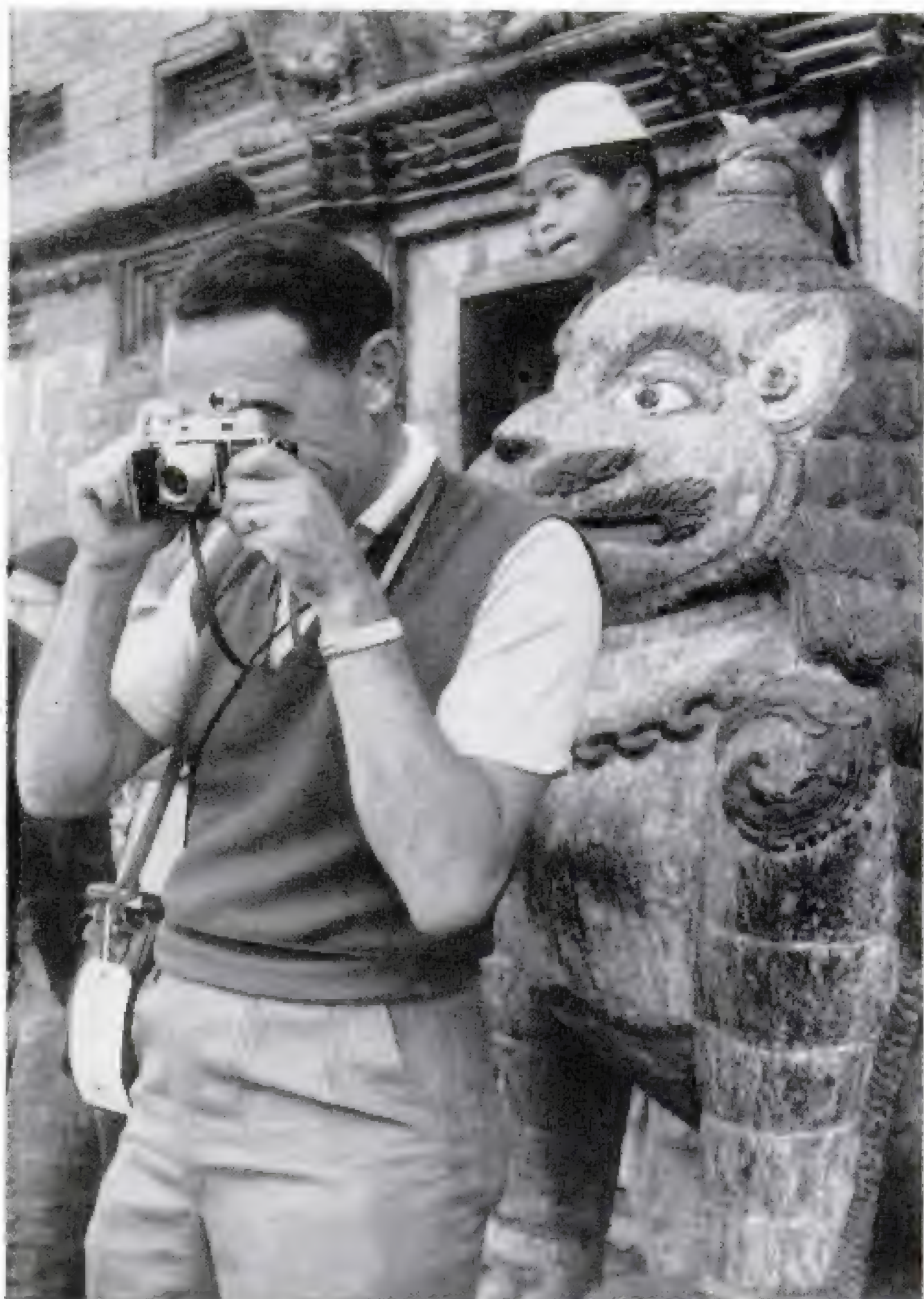
**AND MANY OTHER BIRTHDAY BARGAINS AT YOUR LOCAL THAYER DEALER**

*Prices slightly higher in the South and the West because of shipping costs*

## Cook's Tour CONTINUED



**BOWLEGGED GUIDE**, one of 10 who were hastily trained for the tour, shows Mrs. Irene Vedovell of Kenilworth, Ill. the way out of a temple.



**BUG-EYED MONSTER** kibitzes on Lewis Levinson of Seattle, Wash. in square where tourists also saw 10-year-old bridegroom on way to his wedding.





## You don't have to look twice to tell it's a Mercury

### MERCURY'S STANDOUT STYLING IS SHARED BY NO OTHER CAR!

There's no mistaking a 1955 Mercury. Its styling is exclusive—designed for Mercury and Mercury alone.

**Extra-low silhouette:** For example, in the Mercury Montclair Sport Coupe shown. No other 6-passenger car has such a low silhouette—only 58½ inches high. And no other car combines two-tone colors in such a distinctive way.

Notice the striking panel of color under the windows. It makes the Montclair look even lower and sleeker—brings out the rich, beautiful luster of the lower body color.

**Distinctive touches everywhere,** in all 3 Mercury series: The hooded headlamps blend in smoothly with the body—are not just added to it. The front bumper and grille have been simplified into a *single* graceful assembly—rather than a collection of separate parts.

From every angle, you can tell it's a Mercury. The clean, uninterrupted sweep of line and chrome, the Full-Scope windshield, the massive tail-lights all say "Mercury"—for they are unlike any on the road. **New performance to match:** Mercury's 1955 performance is just as new, just as far advanced. For there's a new SUPER-TORQUE V-8 engine in every model—198 horsepower

in the Montclairs, 188 horsepower in the Montereys and Customs. You get split-second pickup and power in *every* speed range.

We invite you to see your Mercury dealer for a close-up look—and a demonstration. MERCURY DIVISION • FORD MOTOR COMPANY

IT PAYS TO OWN A  
**MERCURY**  
FOR FUTURE STYLING — SUPER POWER



What a difference  
this *Magic Spoonful* makes



Add McCormick or Schilling Pure Vanilla  
to your own recipes or ready-mix cakes—

To make cakes, cookies, puddings double-delicious—always add this  
magic spoonful of pure vanilla. Fifteen other fine flavorings too, from  
McCormick, world's largest spice and extract house. Try them soon.



**FREE Egg Decorating Kit!** At your  
grocer's with purchase of McCormick  
or Schilling Pure Food Colors or Pure  
Vanilla. Bunny helpers will love magic  
crayon, egg dipper, 12 cute decals.



*one famous emblem ...  
two great brands ...*

**McCORMICK**  
and  
**Schilling**



**T H E   H O U S E   O F   M C C O R M I C K**





## BAD BOYS IN THE SCHOOLROOM

In 'Blackboard Jungle' Hollywood gives exciting if overdrawn picture of a growing problem

These four boys provide the menace—and hopeful message—of a brutal and powerful movie on public school juvenile delinquency, *Blackboard Jungle*. The first, Miller (Sidney Poitier), is a leader, for good or ill; the second, West (Vic Morrow), is an unregenerate punk; the third, Morales (Rafael Campos), is an impressionable Puerto Rican; the last, Santini (Jameel Farah), a

giggling half-wit. Along with veteran actor Glenn Ford they carry the film, but its authentic wallop comes from amateurs recruited from Los Angeles schools. Based on a New York City vocational school described in Evan Hunter's novel, M-G-M's *Jungle* is an exaggerated account of an increasing problem. Fortunately, most schools are like the one on pp. 65, 66 rather than *Jungle's*.





## NEW MUM MIST PROTECTS EVEN THE 2 IN 5 WHO PERSPIRE FREELY

*Here's deodorant protection  
you never thought possible!*

New Mum Mist spray deodorant stops perspiration instantly and for hours. Contains miracle hexachlorophene to prevent odor all day long—even if you are one of the 2 in 5 who perspire freely.

**No more messy running or dripping!**

Mum Mist sprays on, stays on. It dries fast—won't run, won't drip. Completely safe for normal skin—doesn't damage delicate fabrics. For protection that's fast, protection that lasts—get new Mum Mist!

At all toiletries counters **59c**



**with hexachlorophene**

BY THE MAKERS OF FAMOUS MUM CREAM DEODORANT

## Bad Boys CONTINUED



**RAPE ATTEMPT** is made by a vocational student on a pretty teacher (Margaret Hayes) in the school library. A rookie teacher comes in and saves her.



**COLD SHOULDER** is given the new teacher (Glenn Ford) as he leaves school by the pals of the attacker whom teacher had turned over to police.



**AFTER ALLEY BEATING**, administered by school gang, Ford is urged to get job at a decent school by pregnant wife (Anne Francis). But he stays on.

**CONTINUED ON PAGE 52**



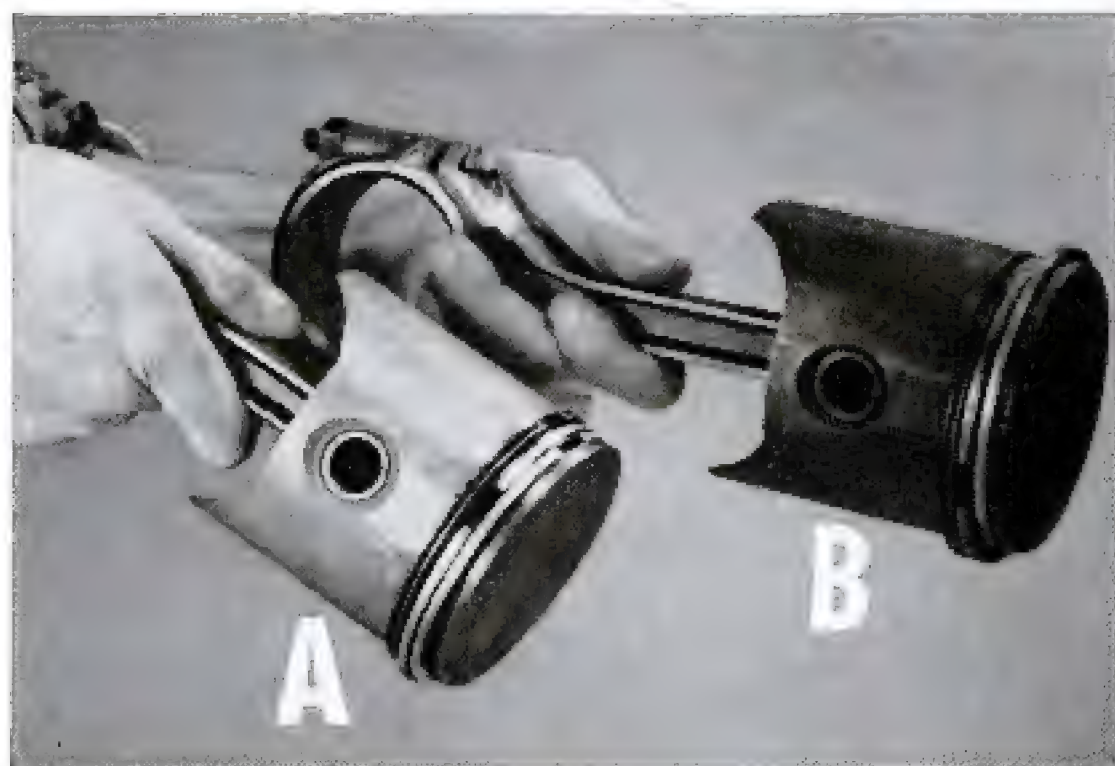


This lamp is burning the  
"DIRTY-BURNING  
TAIL-END" of gasoline  
which GULF refines out

This lamp is burning  
NEW SUPER-REFINED  
GULF NO-NOX, the  
clean-burning super-fuel

This lamp test shows what a difference Gulf super-refining makes. Gulf refines out the "dirty-burning

tail-end" of gasoline—at the refinery—to bring you new, clean-burning Gulf NO-NOX.



Compare clean piston "A" from engine using new NO-NOX with piston "B" from engine using the "dirty-burning tail-end" of gasoline that Gulf refines out. Both pistons shown here, from Gulf test engines, ran the same number of hours under the same conditions.

## New super-refined gasoline solves today's No.1 engine problem!

Now—Gulf refines out the "dirty-burning tail-end" of gasoline—the No. 1 troublemaker in high-compression engines. Result: a clean-burning super-fuel that gives you thousands of extra miles of full engine power! Fill up with new NO-NOX and get:

More complete engine protection than with so-called "miracle-additive" gasolines.

Extra gas mileage in the kind of short-trip, stop-and-go driving motorists do most.

Stall-proof smoothness . . . instant starts . . . and fast, fuel-saving warm-up.

No knock, no pre-ignition . . . even in today's high-compression engines.

### GULF'S PLEDGE to the motoring public

- We at Gulf make this promise to America's motorists. We will not permit a single competitor—no, not a single one—to offer a gasoline superior to our own superb NO-NOX.
- It is our sincere belief that NO-NOX is the finest gasoline on the market today, and no matter what others do or say we will keep it the finest—in power, in performance, in engine protection.
- This is not a boast, not a claim. It is a pledge to you, the motoring public—a pledge backed by the resources—and the integrity—of the Gulf Oil Corporation.



## New 1955 GULF NO-NOX

It's super-refined...to burn clean!

The '55 gasoline for all high-compression engines!





1948

U. S. Government figures for the past seven years show the number of American families having 3 or more children has gone up more than 47%

*For today's  
"big families"*



Another great  
Scott value

Waldorf  
bathroom tissue  
is baby soft,  
luxury white.  
Get several rolls for  
your family today.

**Waldorf**

**Leading low-price tissue!**

"WALDORF" REG. U. S. PAT. OFF.



**HOPPED-UP STUDENT**, the sadistic mastermind of the school gang, pulls knife for showdown with Ford, who has slowly won over most of other boys.



**EAGLE ON A FLAG** serves the class halfwit for a spearhead as he charges across the room to keep the knife-wielder's henchman from attacking teacher.





Make a change  
for the better!

**Paul Jones**

★ Better flavor ★ Better quality ★ Better for your budget

FRANKFORT DISTILLERS CO., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS.





**DOUBLE ORGANDY** is new fabric for cloche (Lilly Daché, \$60) worn outside Temple of Continuity, a Miami church. All these pictures were taken in Miami.



**PRINTED SILK** makes hat in deerstalker style (Adolfo of Emme, \$55), shown outside All Souls Episcopal Church.



**SINGLE FLOWERS** trim organdy (\$60), pink straw hats (\$50, both Irene of New York) at Bay Shore Lutheran Church.

## Brighter Easter

**STRONG COLORS AND FRAGILE FABRICS  
ARE STYLISH SIGN OF SPRING'S HATS**

Easter is always the heyday of the hat and here, in time for Easter shopping, are some new designs from New York's top milliners shown as they may be worn to church on Easter morning. No longer so laden with flowers, the hats themselves are made in the strong, fresh colors of spring. Small hats are still the favorite, and one big-brimmed style (*right*) comes with a snug-fitting separate cap worn beneath it. Soft silk and organdy come in the almost sporty shapes usually reserved for straw or felt and are worn with tailored suits or shirts which are also brighter in hue. Young-looking rollers which tie under the chin are equally becoming in big and little sizes (*opposite page*). Like the season's newest party clothes (*LIFE*, March 21), the outfits worn with these hats are gaily colorful.



**TWO-PART HAT** consists of wide breton and baby cap (Emme, \$65) worn near door of St. Patrick's Catholic Church.





**MATCHING ROLLERS** of straw with jeweled felt band come in child's size (\$13) and in adult's (\$15, John Frederics Charmers). Girl wears cotton jumper

(Youngland, \$6) over white shirt. Grownup wears bright-colored, slim velveteen coat (Claire McCardell, \$40). This is outside St. Stephen's Episcopal Church.

CONTINUED ON NEXT PAGE





**STARCHED VEILING**, usually just trimming, is used for this whole hat—seven-inch disk and nose veil (Mr. John, \$63). It is worn with shirtwaist dress

(Claire McCardell, \$60) and button earrings (Coro, \$1). Wearer is seated on outdoor pew at St. Stephen's Church beneath three angels in pre-Raphaelite style.



You wouldn't heat your home like this—



## why rest second-best on an outdated MATTRESS?

The potbellied stove was wonderful — before central heating! And so were flat bedsprings—before box springs! And so were padded spring mattresses—in their day. But Progress still marches on. Today, in millions of homes, all those old-type beddings are giving way to the AIRFOAM-ENGLANDER mattress combination!

And how those millions love their AIRFOAM mattresses! In the latest national survey, 9 out of 10 owners said they would never buy any other kind!

That's something to remember when you decide on a mattress. After all, it's an investment for years to come. Why start that future with a mattress that may already belong to the past? Goodyear, Airfoam Dept., Akron 16, Ohio.

..... Why millions are replacing all others with AIRFOAM-ENGLANDER— .....

**Firm, all-over support**—Continuous honeycomb of buoyant AIRFOAM is strongest where your weight is greatest, "floats" you to sleep on an even keel.

**Every curve cradled**—AIRFOAM, with over half a million air cushions in each cubic inch, is naturally buoyant. It billows up into back and body hollows, relaxes nerves, joints and muscles.

**A boon to allergy sufferers**—Unlike other type cushionings—AIRFOAM doesn't generate dust, lint or fluff to excite the common allergies.

**Never needs turning**—AIRFOAM breathes fresh air with your every motion, keeps itself cool, fresh and inviting—keeps itself plumped up!

**Longer-lasting**—Because AIRFOAM is scientifically molded *all in one piece*, there are no parts to loosen, sag, snag, or break down.

**In the AIRFOAM-ENGLANDER combination**, the springs are *where they do the most good*—a resilient upper layer (2) and a firm lower layer (3) in the ENGLANDER Red-Line Foundation!



MATTRESS of Goodyear's  
luxurious AIRFOAM...\$79.75

ENGLANDER RED-LINE Foundation...\$69.75

Prices subject to change without notice.

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio Red-Line—T. M. The Englander Company, Inc., Chicago





She's filling  
her fountain  
pen!



The world's easiest and cleanest pen to fill . . .  
and, in an emergency, fills like any ordinary pen.

(Waterman's C/F, of course)

Filling a fountain pen while hanging by the knees high above the crowd is no trick at all . . . if the pen is a Waterman's C/F. What's more it can be done in seconds without spilling a drop of ink.

Waterman's C/F\* fountain pen needs no ink bottle. It's filled with an unbreakable cartridge of fresh liquid ink. And the cartridge is transparent. You know at a glance how much ink is left in your C/F at all times.

Being a Waterman, the C/F writes like a dream. This slim beauty has no inner parts to break or wear out or take up room, hence its tremendous ink capacity. Eight handy refills with each pen.

Try this revolutionary pen today—wherever fine pens are sold. \*Pat. pend.

\$15.00 plus tax  
22 Kt. Gold Plate Inlay on Black  
\$12.50  
Satin Chrome and Black  
Choice of Fine, Extra Fine and  
Medium Points (Interchangeable)

# Waterman's c/F

The cartridge-filled fountain pen

WATERMAN PEN COMPANY, INC., Seymour, Conn.

In Canada: L. E. Waterman Pen Co. Ltd. • PARIS, LONDON, NEW YORK



## A DOUBLE HAT AND DRESS

The idea of the two-part hat for spring (p. 54) has been matched by a two-part dress designed by Traina-Norell. The double dress and double hat (Emme, \$55) shown above at New York's Little Church around the Corner, make a stylish street outfit for Easter. With the outside layers of both hat and dress removed (*below*), the wide-skirted dress of checked taffeta and its matching cap can be worn to parties.





# Who ate my Post Toasties?



No wonder he's raising a rumpus. All set  
for the best breakfast in the world before the  
marble-shootin' tournament\*... and no crisp,  
rustle-y, taste-wonderful Post Toasties in the house.  
No other corn flakes can take their place, Mom—  
so hurry to the store and tell the man you want some more.  
For goodness sake—get **Post Toasties!**



A Product of General Foods



\* Get Eagle Eye marbles—  
regulation Tournament size—FREE in  
every marble-pack box of **Post Toasties!**







# New! G-E automatic cooking

**Boils, fries, warms food without attention.**

## SO EASY TO USE

New automatic Calrod® unit controls heat from time you start food cooking until you take it off, perfectly done.

**1. Here's all you do** to cook frozen asparagus or other vegetables the General Electric automatic way. Just put unfrozen vegetable, water and salt into saucepan. Cover saucepan and put it on automatic unit (see above).

**2. Now set control dial to Lo** (see above). Unit comes on at hi-heat, brings vegetable to proper cooking temperature and automatically holds it there. Lighted panel on backplasher (see above) shows that the automatic unit is on.

**3. You've set it, now forget it.** No standing by to turn heat up or down. At the end of the cooking time, your asparagus will be done just right. And hi-heat frying or lo-heat warming can be controlled just as well.

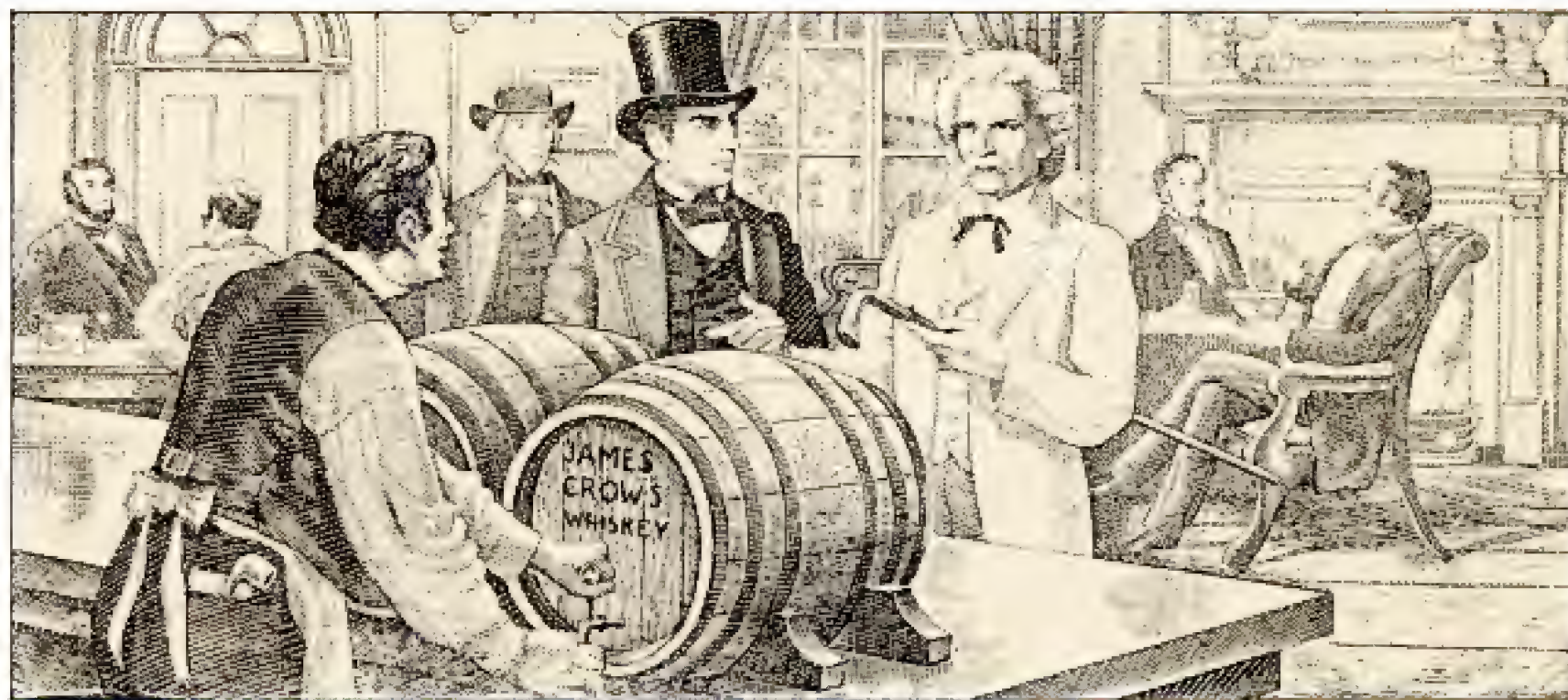


# A PICTORIAL HISTORY OF OLD CROW



**Daniel Webster greets Washington Irving.**

It was in such distinguished company as this that the great American orator would often call for Old Crow.



**MARK TWAIN ASKS, "LOU, WHICH BARREL ARE WE USING NOW?"**



The famous humorist queries the bartender at Klaproth's Tavern, Elmira, N. Y., about the current supply of his favorite bourbon, Old Crow.



**Enjoy the whiskey  
of famous men**

**OLD CROW**

**now milder and lower-priced!**

The greatest name in bourbon—  
historic favorite of *Daniel Webster*,  
*Henry Clay*, *Mark Twain* and  
other celebrated figures of the  
American past—now available in a  
lighter, milder, lower-priced 86 Proof  
bottling as a companion to the  
world-renowned Old Crow 100 Proof  
Bottled in Bond!



**NOW—TWO GREAT BOTTLINGS!**

**86 PROOF**

*Kentucky Straight Bourbon Whiskey*  
Celebrated Old Crow—lighter, milder, lower  
in price than the 100 Proof Bottled in Bond.

**BOTTLED IN BOND**

**100 PROOF**  
*Kentucky Straight Bourbon Whiskey*  
The most famous of bonded bourbons  
available as usual.



**JAMES CROW BUILDS  
HIS FIRST DISTILLERY**



**GEN. WINFIELD SCOTT AND HENRY CLAY ATTEND A DINNER.**

At home, or when dining out, as he did with Gen. Scott,  
Senator Clay took pleasure in introducing his guests to Old Crow.



**Gen. John Morgan writes of Old Crow.**

The leader of Morgan's Confederate Raiders offers to send  
Old Crow to Dr. Henry Fox of Lexington, Kentucky.

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY



## THE TRAVELER'S FRIEND



# NCB

## Travelers Checks

National City Bank Travelers Checks are just like a personal bodyguard! They protect your travel funds against loss or theft wherever you go...leaving you free to enjoy your trip without money worries. Readily accepted everywhere like cash. If lost or stolen, they are promptly refunded in full. In denominations of \$10, \$20, \$50, and \$100; cost 75¢ per \$100. Buy them at your bank.

Great for going places

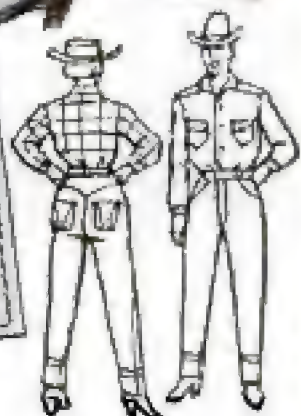
## NATIONAL CITY BANK TRAVELERS CHECKS

Backed by The National City Bank of New York  
Member Federal Deposit Insurance Corporation



For that slim and trim "West of the Pecos" look, wear N & W Western Style Jeans — snappy designs for Him or for Her. Sold by 25,000 dealers in village, town and city.

- Top-quality 13 $\frac{3}{4}$  oz. Denims
- Zipper front opening, ladies and men's models
- Deep slash front pockets, two hip pockets
- Bar-tacked and/or rivet reinforced at strain points
- Styled for the real Western Look!



All N & W garments bear the reliable seal of the American Institute of Laundering. All are completely Sanforized, even to waistbands and collar linings!

**N & W INDUSTRIES, Inc.**

PLANTS IN: LYNCHBURG AND ROCKY MOUNT, VA.; JACKSON AND MAGEE, MISS.



HURLED ON WALL BY CHEMIST OF SUPERIOR PAINT CORP., MAKER OF JELLED PAINT, GLOBS OOZE DOWN DRIPLESSLY

# JELLED AND DRIPLESS

## New paint makes less of a mess

With conventional paints the do-it-yourself decorator sometimes spends more time removing drips and splatters than painting. With a new paint, jelled to the consistency of Camembert cheese, he avoids this. Its base is a vegetable oil product that holds pigments in even suspension. It is used by approximately 75 companies to make dripless paint, by others as an additive to reduce drip in standard paints. The new paint, available in many colors, sells for about \$5.35 a gallon. Now limited to indoor use, it spreads with roller or brush. So far most of the sales have been to amateurs.



DARING FEAT of painting ceiling without covering furniture is done safely with new dripless type. →





# unit...just "set it and forget it"!

**Makes everyday utensils automatic.**



This automatic cooking unit is the newest, most exciting feature of G.E.'s new Stratoliner range . . . the de luxe G-E with extra-wide oven that holds meal for 24, "Focused Heat" charcoal-type broiler

and many other wonders. For a double-oven range with these advantages, see the Liberator. Your G-E dealer's in the classified phone book. General Electric Company, Louisville 1, Kentucky.

**GENERAL**  **ELECTRIC**





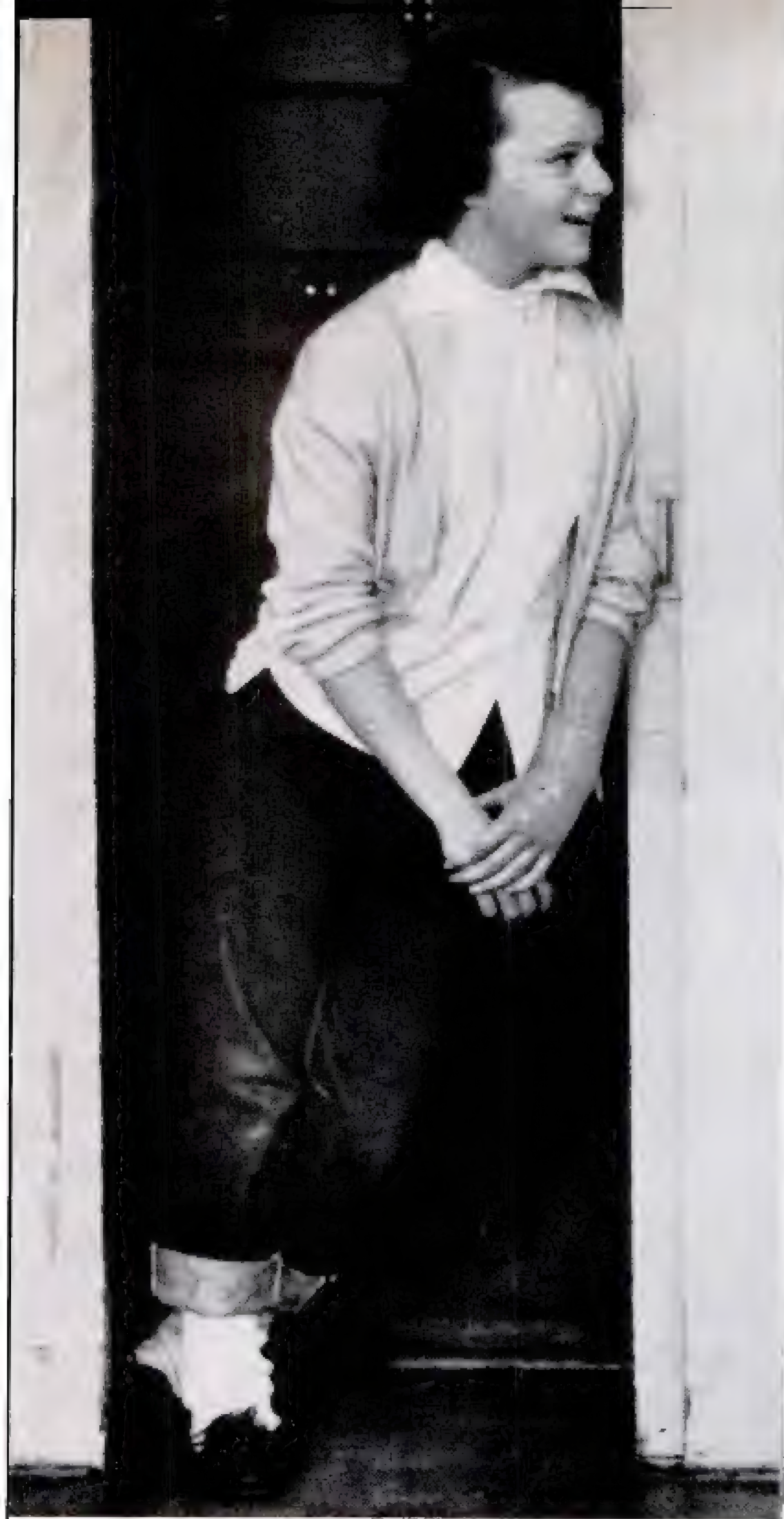
Known by the Company it Keeps



Seagram's V.O.

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY. 86.8 PROOF, CANADIAN WHISKY—  
A BLEND...OF RARE SELECTED WHISKIES • SIX YEARS OLD





**THE CHANGE** in girls' dress is demonstrated by Mary Pinder, above in old look, below in new look.



## SHOWDOWN WINS DRESS-UP



**A NEW CLUB** for boys grew out of the clothing reform. Its members advocate "respect toward girls."

### Boys shame girls out of slacks by wearing Sunday best to class

In Dover, N.J. last month the age-old question of who wears the pants was boldly solved by some teen-age boys. Fed up with the way girls at the McFarlan Street School came to class wearing blue jeans and other masculine attire, the boys in the eighth grade decided to shame the girls into more feminine clothing. One Tuesday morning, by secret arrangement, nearly 50 of the young men showed up in their Sunday best. The girls were stunned but got the point. From that day on not one of them has come to class in slacks. But just to make sure, the boys still dress up every Tuesday.


CONTINUED ON NEXT PAGE



**THE CHANGERS** were led by Leonard Carducci, above in regular day garb, below in Tuesday clothes.







**WHY? YES WHY-**

**ARE THERE NO OTHER WORK SHOES OF LEATHER LIKE WOLVERINE**

**TRIPLE-TANNED PIGSKIN OR HORSEHIDE?**

**HERE'S WHY:**

**ONLY WOLVERINE TANNERS KNOW THIS EXCLUSIVE SECRET PROCESS GIVING YOU PLUS COMFORT AND WEAR**

**No Other Work Shoes In The World At Any Price Like**

# WOLVERINE

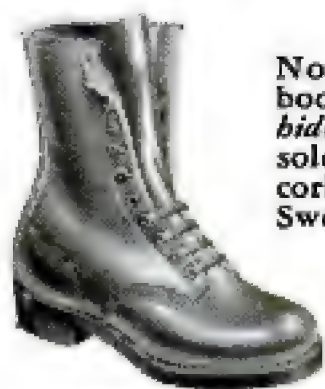
**PIGSKIN and HORSEHIDE!**

Only Wolverine tans these rugged hides by a secret triple-tanning process known to Wolverine alone—so that they dry out *soft* after soaking—yet hold *all* their natural toughness and extra wear. Imitations plenty—duplicates none! Whatever your job

—outdoors or indoors—you are certain to have the utmost in *extra* comfort and wear with Wolverine Pigskin or Horsehide work shoes. Just see your nearest Wolverine dealer and try on a pair. If you don't know his name and address, drop us a card.

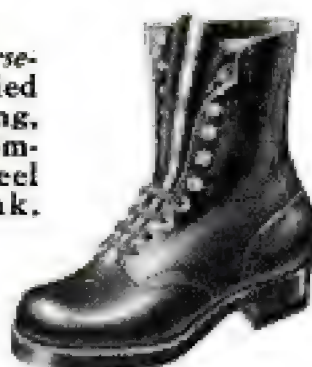
WOLVERINE SHOE & TANNING CORP., ROCKFORD, MICHIGAN.

## A Style for Every Job in Industry, Shop, Farm or Home



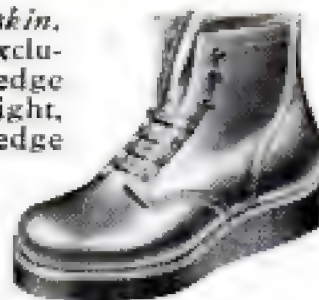
No. 2002—Pigskin 8-inch boots. Other styles in Horsehide or Pigskin with specific soles for specific jobs: leather, cork, composition, neoprene. Sweat-proof leather or leather covered foam rubber cushion insoles. Also available in 6-inch style with one-piece quarters.

No. 816—8-inch Shell Horsehide Logger Boot. Modified Western heel. Long wearing, non-skid, non-marking composition sole. Spring steel arch supporting shank. Sweat-proof inner-sole. Other Logger styles in rugged triple-tanned Pigskin and Horsehide.



No. 2010—Soft, sturdy, lightweight Pigskin oxfords. Flexible, anti-slip cork composition soles. Sweat-proof leather insoles. Like in all Wolverine shoes, the rip-proof seams are lockstitched for the strongest seam in leather.

No. 2004—6-inch Pigskin. Featuring Wolverine's exclusive CradleARCH full wedge construction. The new, light, flexible cushion crepe wedge sole that gives maximum arch support and greater non-slip tread. Also made in Horsehide.



## Showdown Wins a Dress-up CONTINUED



FORMAL EIGHTH-GRADERS add distinctive touch to language arts class on Tuesday. The first time it happened, girls said boys looked "real dreamy."



OUTMODED ATTIRE is donned for demonstration by Mary Pinder, here playfully brushing off dressed-up boy.



SEMIFORMAL SEVENTH-GRADER, one of many copying eighth-graders, wears dress-up vest in shop class but has removed suit coat for safety reasons.





# every family has men who'd like Hanes

For pops or half-pints, Hanes is a honey of an underwear.

It fits you like a gentle bear hug, it's size-fast and—listen, now—you save money on all Hanes shirts, shorts and T-shirts you select.

Why? Because Hanes buys its own cotton, spins its own yarn, knits its own cloth—thereby eliminating many outside costs that you normally pay for.

Hanes underwear is knit of highly absorbent, long-staple cotton. And...

- a special finish makes it whiter than white
- Nylon at the T-shirt neckband stops sagging
- men's briefs have a hygienic, double-panel seat
- Nylon at the briefs inseam adds strength
- heat-resistant elastic gives added washability

Any purse can "bear" these prices: T-shirts, only \$1 (boys', 75¢). Fig Leaf briefs, 89¢ to 95¢ (boys', 65¢). See your dealer today and look for that famous red label. If he doesn't have Hanes, he can get it for you. Remember... to get more than you bargained for... be sure the name's

**HANES**

P. H. HANES KNITTING CO., WINSTON-SALEM 1, N. C.



# 150 Years of the Fine Arts



BETWEEN CLASSES STUDENTS THROG STAIRS LEADING TO ACADEMY MUSEUM

## PENNSYLVANIA SCHOOL UNFOLDED U.S. TALENTS



SLOW SHIFT from dressed to undressed models took place from the time of Eakins. Earlier students (right) did portraits of clothed male. In present-day class (above) they paint a seminude girl. Oldtime Greek casts still adorn the classrooms.

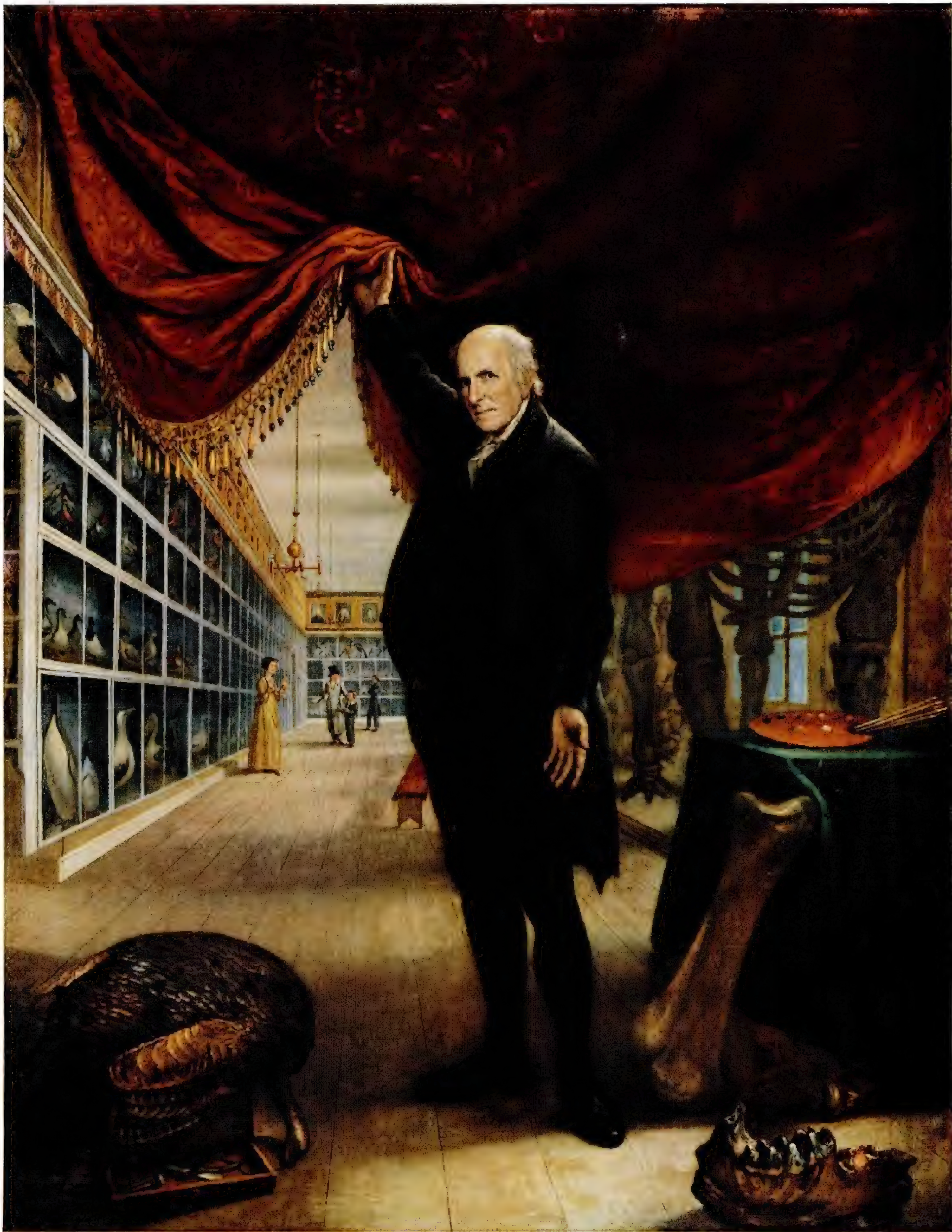
In 1805, a scant 30 years after America's first famous gathering in Independence Hall, another notable assembly took place in the Philadelphia meetinghouse. Spurred by an enterprising painter named Charles Willson Peale (*opposite page*), 71 lawyers, artists, businessmen and gentlemen pledged themselves "to promote the cultivation of the fine arts" and "to unfold, enlighten and invigorate the talents of our countrymen." With these noble aims the Philadelphians founded the Pennsylvania Academy of Fine Arts, a combination museum and art school which today, 150 years later, is still vigorously carrying out its founders' aims.

Unlike their predecessors in Independence Hall, the academy founders were not rebels. They insisted on the traditional approach to art education, focused chiefly on copying casts of antique sculpture. But after 75 years a rebel appeared on the scene. Thomas Eakins, a native Philadelphian, took over as academy director and introduced the nude model. For the next few years casts were almost forgotten as animals, circus performers, janitors and students served as models, both dressed and undressed, and cadavers were dutifully cut up in anatomy classes. In 1886 public pressure forced Eakins to resign, but his innovations, somewhat tempered, formed the pattern of all subsequent training at the school.

Today, the academy's annals are studded with famous names of U.S. art. Their work, which is en route to Europe for exhibition in five countries, encompasses many styles and periods and presents a vivid record of American times and taste—a subject which will be dealt with fully in a new LIFE series, *America's Arts and Skills*, beginning in the April 18th issue.







PA. ACADEMY OF THE FINE ARTS

ACADEMY FOUNDER, Charles Willson Peale, was also founder of a natural history museum in Philadelphia, dividing his time between the painter's brush and the museum's bones. In 1822, at age of 81, Peale painted himself showing off his museum display of stuffed birds and prized skeleton of a mastodon.



## They painted local faces



HISTORICAL SOCIETY OF PA.

PENN'S TREE, a fabled elm under which William Penn negotiated treaty with Indians, still spread its boughs capaciously above Delaware riverbanks when Thomas Birch painted this scene around 1800. As Keeper of the Academy from 1812 to 1816, Birch counseled artists, tended to school bills.



and historic places



PA. ACADEMY OF THE FINE ARTS

MAJOR THOMAS BIDDLE was painted in 1818 by Thomas Sully, a director of academy who stylishly portrayed numerous members of Philadelphia's first families. A soldier in War of 1812, the major was a brother of Nicholas Biddle who got Napoleon to lend antique casts to first academy show.



R. STURGIS INGERSOLL COLLECTION

LAWYER STURGIS INGERSOLL, a present-day director of the academy, was painted in 1938 by academy teacher Franklin Watkins as he leafed through an art magazine in Watkins' studio. Ingersoll is also president of the Philadelphia museum and owner of one of city's major art collections.



# They captured the look



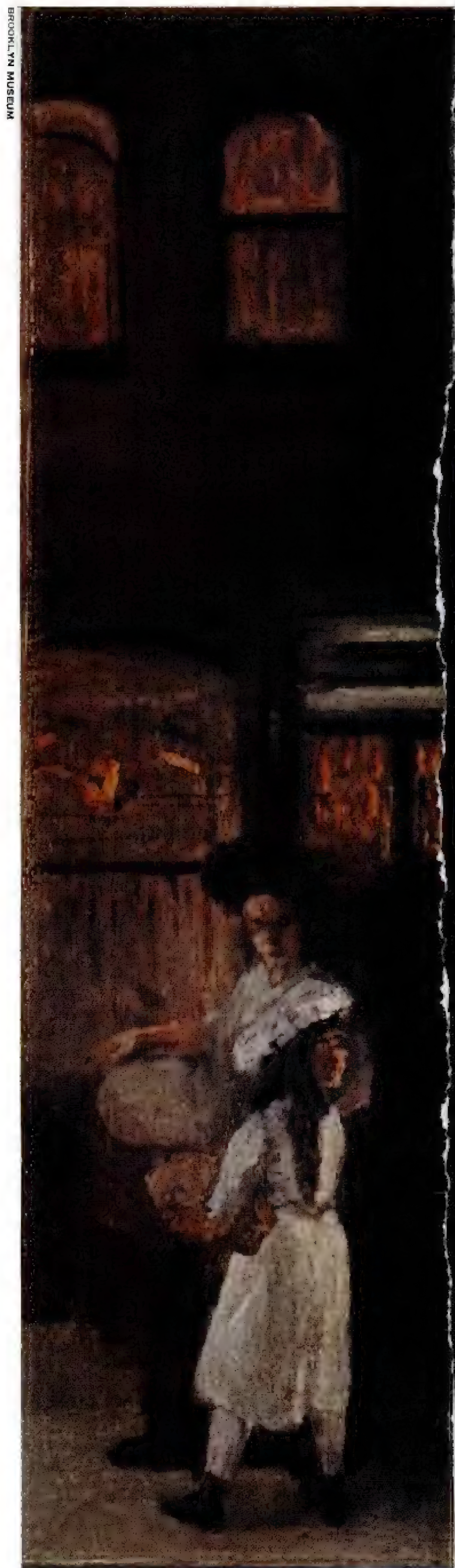
NELSON-ATKINS GALLERY OF ART

FISHING was a favorite pursuit of the boatmen and idlers whom George Caleb Bingham portrayed in his paintings of life along the Mississippi River. A cabinet-maker's apprentice who taught himself to draw, Bingham went to the academy for three months in 1837, returned to Missouri to paint picturesque pioneer world.



FORT WORTH ART CENTER

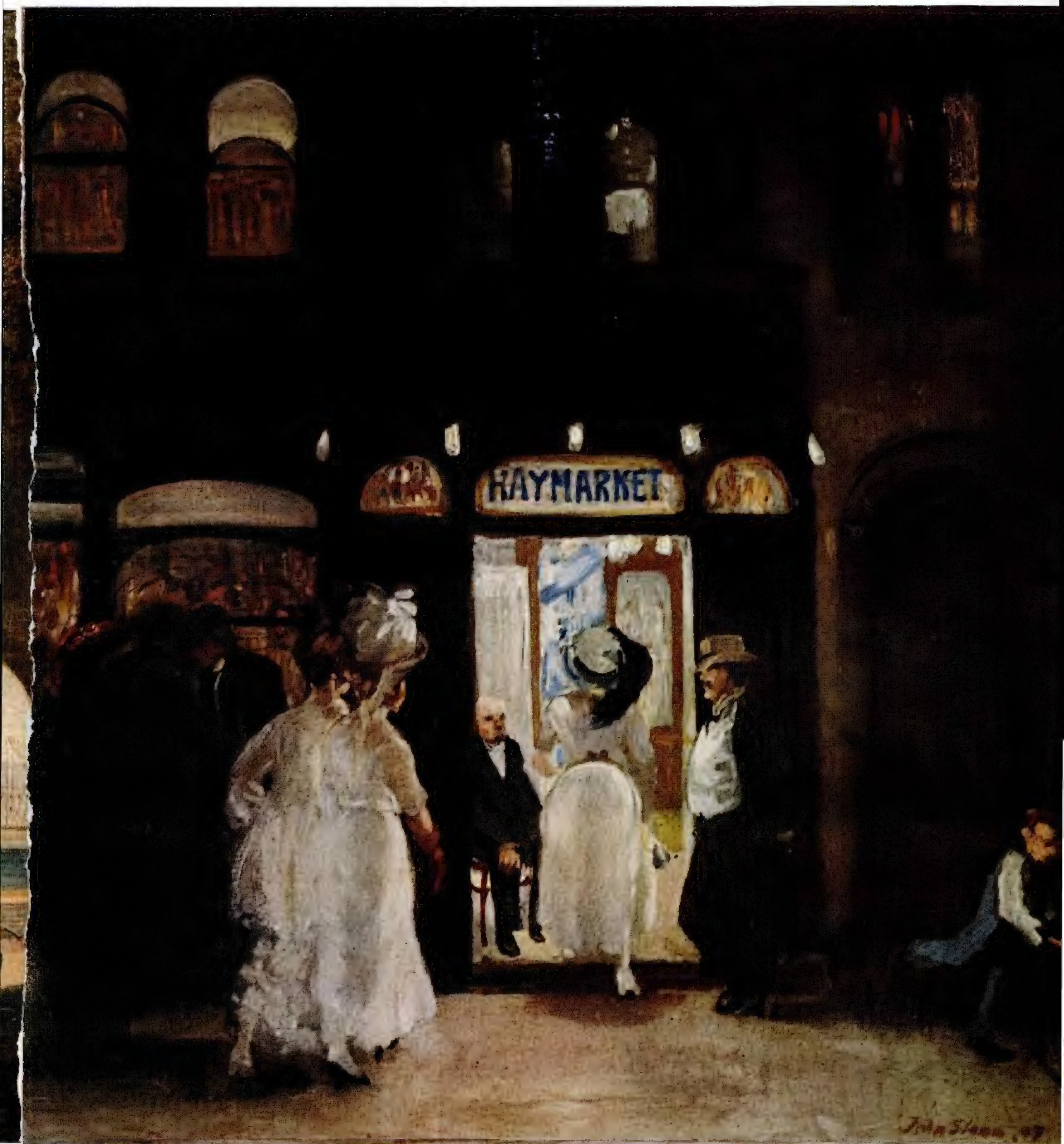
SWIMMING in a secluded pond gave Thomas Eakins a good opportunity to study anatomy and the nude figure in action. Using his friends as models, he made quick sketches as they lounged and plunged. Later in 1883 he worked them into finished painting in his studio. Eakins himself appears in right-hand corner.



BROOKLYN MUSEUM



and the life of the times



NIGHT LIFE at a New York dance hall called the Haymarket was painted by John Sloan in 1907. As a student at the academy in 1893, Sloan was admonished for drawing live students instead of antique casts. Rebelling, he quit the academy, went on recording scenes around him as a founder of "Ashcan school" of realism,



# They progressed



METROPOLITAN MUSEUM OF ART

LADY AT TEA, Mrs. Robert Riddle, sat for portrait by her academy-trained cousin, Mary Cassatt, in 1885. Mrs. Riddle spurned picture because of impressionist style which made Cassatt famous.



JOSEPH H. HIRSHHORN COLLECTION

WOMAN AT TABLE was portrayed by Robert Gwathmey in stark, stylized composition of 1953. In 1929 an academy scholarship took Gwathmey to Europe where he studied modern styles firsthand.



IRA GLACKENS COLLECTION

NUDE WITH APPLE was caught in pose of rosy relaxation by Painter William Glackens in 1910. An academy student for three years and later a member of "Ashcan school," Glackens evolved his own warm, alluring style on youthful visits to France where he fell under influence of Renoir and impressionists.



with the art of other lands



GRAIN ELEVATORS were visualized as towering geometric shapes by Charles Demuth, who cryptically called picture *My Egypt*. After studying at the academy, he went to Paris in 1912 where he absorbed developments of cubism. Back home, he evolved his own pure style of abstract patterns, luminous planes.

WHITNEY MUSEUM OF AMERICAN ART





## For easy Lenten days

You can make  
Seven Seas Casserole  
with TUNA,  
SALMON,  
SHRIMP,  
LOBSTER  
or any sea food—  
fresh, frozen or  
canned!\*

Product of General Foods



### SEVEN SEAS CASSEROLE

*Made only with Minute Rice—ready in minutes!*

1 can condensed cream of mushroom (or celery) soup  
1 1/4 cups water or milk • 1/4 teaspoon salt • 1 1/3 cups (or 5-ounce package) Minute Rice  
1 can (or 1/2 lb.) sea food\* • 1 box frozen peas, thawed • Cheese slices

Mix soup, water and salt in a saucepan. Bring to a boil over medium heat; stir occasionally. Pour about half into a greased 1 1/2-quart casserole. Then, in layers, add Minute Rice (*right from box*), sea food, and peas. Add remaining soup, top with cheese, sprinkle with paprika. Cover. Bake in moderate oven (375°F.) 20 minutes.

This Minute Rice masterpiece serves 4. (Note: For extra flavor, add 1/4 cup finely chopped onion and 1 teaspoon lemon juice to soup mixture.)

**Remember**, for "easy days" any day, there's nothing like Minute Rice—it's *perfect rice without cooking*.

\* Sauté fresh or frozen sea food in butter about 3 minutes.





WHILE NIGHTCLUB SINGER CHANGES COSTUME BEHIND COUNTER TO PUT ON AN IMPROMPTU FLOOR SHOW, HER COWBOY SUITOR CONTINUES TO COURT HER

## BEST COMEDY OF THE SEASON

Snowbound travelers at Kansas diner conduct their uproarious and tender romances in 'Bus Stop'

Stalled on a bus in a Kansas snowstorm, a cowboy, a nightclub singer and a former professor are marooned for the night in a small-town diner. By dawn the rambunctious cowboy has learned that a woman's heart is more easily won by humility than hammer locks, the embittered professor has been solaced by a young girl's sweetness and the bus driver has made a lonely lady less lonely.

Upon these bare bones of a plot Playwright William Inge, whose *Picnic* was a 1952 Pulitzer prize winner, has

hung a tender and often uproarious comedy, the best of the season. *Bus Stop* goes into high gear when it displays the courting tactics of Cowboy Bo Decker, who has bodily abducted Cherie, the singer, to install her as his wife on a Montana ranch. As blustering Bo, Albert Salmi creates a comic masterpiece. And Kim Stanley as the embattled thrush is both so raucously funny and touchingly valiant that, after years of less rewarding roles on Broadway and TV, she now stands as one of the first ladies of the stage.





PLAY OCCURS IN REALISTIC CUTAWAY SET OF "GRACE'S DINER," WHERE SINGER (KIM STANLEY) PUTS ON SHOW WHICH WOWS HER SUITOR AND HIS CHUM (LEFT).

**CAVEMAN LOVE** is practiced by the cowboy (Albert Salmi), who hides his inexperience in such matters by bellowing and bucking like a young broncho.



**TORMENTED LOVE** unites professor (Anthony Ross), who has made a mess of his three marriages, with an innocent and sympathetic waitress (Phyllis Love).







WITH WAITRESS AT COUNTER PROFESSOR HAS EYES ONLY FOR HIS BOTTLE

**EARTHY LOVE** from the bus driver (Patrick McVey) comforts warm-hearted restaurant owner (Elaine Stritch), who has to settle for an occasional romance.

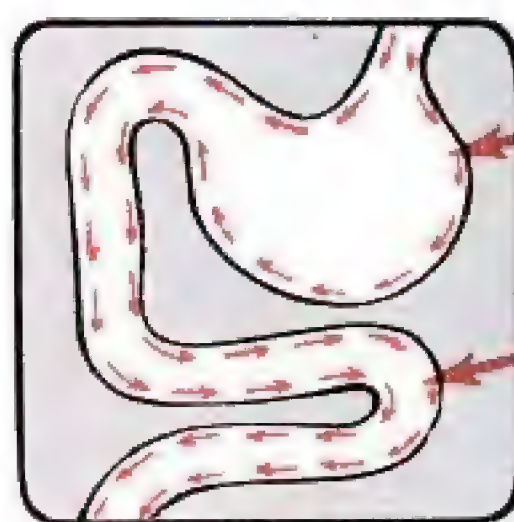


# Stomach **UPSET?**

*Indigestion? Nausea? Diarrhea?*



**Hospital Tests prove Pepto-Bismol works  
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!
2. Pepto-Bismol also helps calm distress in the intestinal tract ... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea —without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

**P.S. MOTHERS!** Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!



A NORWICH PRODUCT

**Take Hospital Tested**

# Pepto-Bismol®



**...and feel good again!**





The  
only  
**Chocolate Milk**  
that **makes itself!**



**NO BEATING, NO SHAKING**  
Just add 2 teaspoons of  
QUIK to your glass of  
cold milk, give it a brief  
stir, and it's ready! It stays  
chocolaty all the way  
down, never separates.



**THE VERY BEST CHOCOLATE**  
Only Nestlé's gives you  
that true, rich chocolate  
flavor, that creamy, rich  
chocolate-bar smooth-  
ness. 'Cause Nestlé's makes  
the very best chocolate.



**NESTLÉ'S Quik**

© 1954, The Nestlé Company, Inc.



**THE DAWN DUMPS** overcome Cherie as she yawns, wiggles toes, hunts make-up. Acted by Kim Stanley in pantomime, this scene is high point of show.



**TURNING GENTLE** after his hollering gets him nowhere, the cowboy kneels before Cherie who finally says she will marry him and go to Montana.



# Out-performs them all

... regardless of price!

**Independent tests prove it!** In recently completed road tests by a national research organization, Havoline competed against the toughest motor oil competition on the market. And in test cars driven for millions of miles, Havoline *proved far superior.*

This is the story in test after test . . . measuring power, pickup, gasoline mileage, extent of wear and corrosion. In every case, results show:

#### **Havoline exceeds the competition**

To exceed competition is a basic Texaco policy. And this superiority is *vital to your car today.* Because of closer engine clearances, a clean engine is essential. Because of higher compression ratios and higher "loading" of intricate parts, a *tougher* motor oil is necessary. Havoline, the best motor oil your money can buy, is *exactly* what you need — to get more engine power, greater gasoline mileage, new car liveliness that lasts! Change to Havoline — today. See your Texaco Dealer, *the best friend your car has ever had.*



"Deep Freeze" test in Colorado

In both tests, car engines using Havoline (1) used *less* gasoline and motor oil, (2) gave no evidence of wear, (3) were far cleaner.



"High Speed" test in Texas

**Havoline wear-proofs your engine for the life of your car**



Tip! Havoline Motor Oil and Sky Chief Gasoline are the tested, top-performance team. Use them together, and *your engine will outlast your car.*



**TEXACO DEALERS...IN ALL 48 STATES**

Texaco Products are also distributed in Canada and in Latin America

TUNE IN: TEXACO STAR THEATER starring DONALD O'CONNOR or JIMMY DURANTE, on TV Sat. nights, NBC. METROPOLITAN OPERA radio broadcasts Sat. afternoons, ABC.

THE TEXAS COMPANY





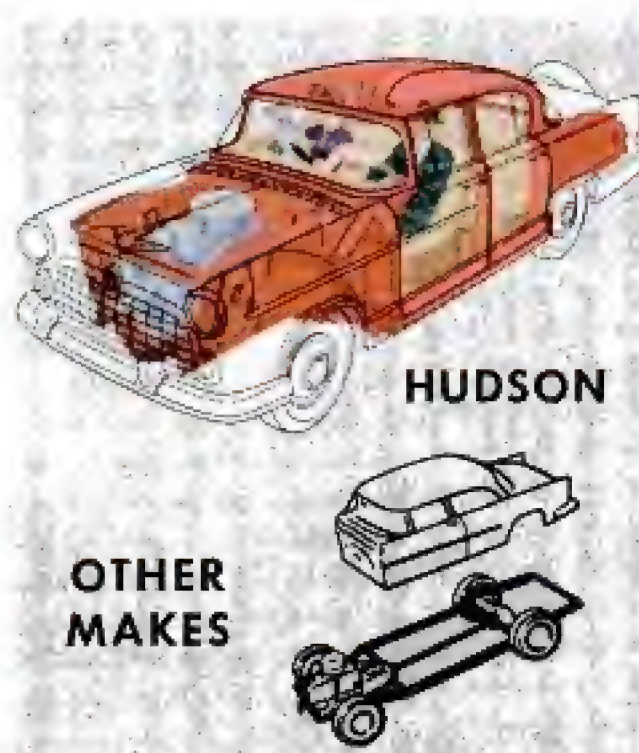
For beautiful performance, twice the safety, three times softer ride,  
surging V-8 power... drive the 1955 Hudson Hornet



**Latest, greatest V-8 engine, the Hudson Hornet V-8** pours out smooth, silent power — mile upon mile — with lightning pickup at all speeds. Twin Ultramatic Drive is tailor-made for this great engine.

**Famous Championship Six engine, winner of more than 150 stock-car events, is also available in the Hornet.**

See "**Disneyland**," great new all-family show, ABC-TV Network. Check TV listings for time and station.



**Twice as safe!** American Motors Double Strength Single Unit Body of welded steel is twice as rigid, twice as strong as the two-piece bolted body and frame in other cars. There are no main body bolts to loosen, rattle or squeak. New Deep Coil Ride features springs with three times ordinary cushioning power.



**All-Season Air Conditioning** keeps you cucumber-cool in summer, warm as toast in winter, and filters the air. Located entirely under the hood and instrument panel, takes up no trunk space. Costs hundreds less than other bulkier systems.



**Airliner Reclining Seats** adjust to 5 different relaxing positions. Even the driver can adjust his seat to avoid fatigue. When adjusted all the way back, they make up into comfortable Twin Travel Beds; they save hotel costs on vacation trips.

# HUDSON

**HORNET • WASP • RAMBLER  
METROPOLITAN**



Products of AMERICAN MOTORS



# A PAIR OF PRIMA PACHYDERMS

**Stardom beckons to a heribboned Alice and to a bemused Trudy**

Sporting a new ribbon for afternoon rehearsal, Alice, aged one, greeted Trudy, aged 3½, with an affectionate snuffle. Then the starlets traipsed into the big barn on Gobel's Lion Farm near Hollywood and there, with six other baby elephants, went through their routines for Trainer Floyd Smith. At the end of four months of training, they mastered the waltz and several acrobatic feats (p. 84). On April 15 the octet of elephants will give its first performance at their permanent home, the St. Louis Zoo, which has the finest cast of zoo animal prima donnas in the country.





## Here's something maybe you **didn't** know

You know that many companies recognize employee service anniversaries with a suitable award (some on the 10th anniversary; others the 15th or 20th). And you probably guessed that the most popular award is a watch. But did you know that Hamilton watches are awarded by *more* companies than *all* other makes combined? Pleasant proof of our slogan . . .

IT MEANS SO MUCH MORE  
TO GIVE—OR GET—A

*Hamilton*



At left: BRADFORD. 14K gold, \$135.00  
At right: LLOYD. 10K gold-filled, \$85.00.

Prices include Federal tax.

Hamilton offers a complete selection of fine watches, including beautiful Hamilton Illinois models, priced from \$33.95

## LOOK LIKE A QUEEN

for only \$1.98 to \$3.98

*in Queen Casuals*

Pretty playmates for right around home, or wherever you roam. Styled from the finest washable fabrics in a rainbow of colors. Spend your Spring and Summer in Queen Casuals.

*Tops 'n Shorts 'n Separates*

A—Twill Long Line Bra, boned and lined. 32-40. \$2.98

B—Combed Gabardine 4-Gore Short; self-belt, 10-20. \$3.98

C—Combed Gingham T-Shirt; embroidered heart pattern. S/M/L. \$1.98

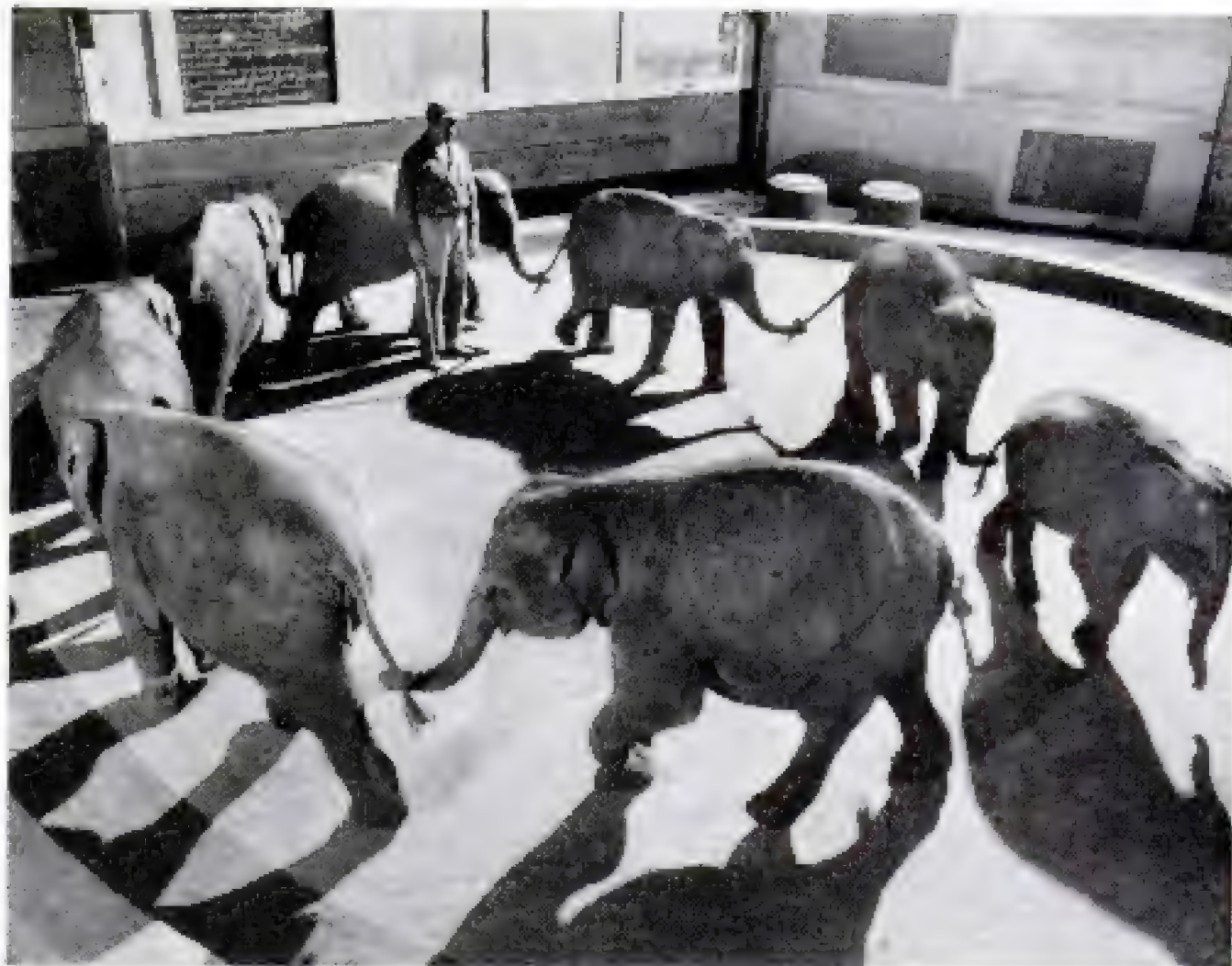
D—Combed Gabardine Bermuda; 2 deep pockets. 10-20. \$3.98

*Queen Casuals*

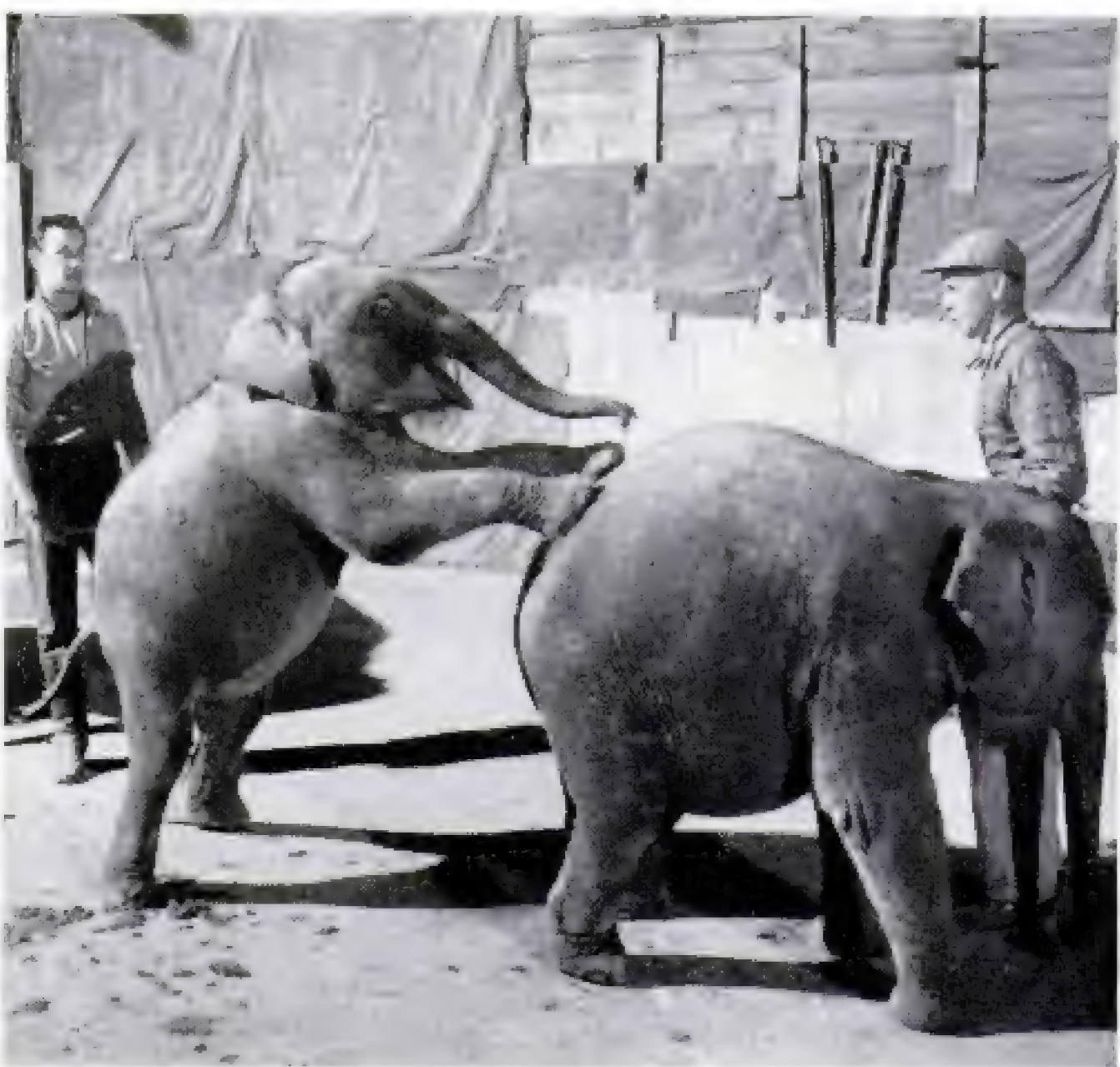


At fine stores everywhere or write QUEEN CASUALS, 1410 Broadway, N. Y. C.

## Prima Pachyderms CONTINUED



**A PERFECT CIRCLE** is described by elephants. To teach tail holding, Smith and his assistant hold trunks to tails and walk the elephants around that way.



**HINDSTAND** is taught to Suzie, as Smith (*right*) chats encouragingly to her. He seldom scolds the elephants because their feelings are easily hurt.



**HANDSTAND** is executed by Trudy as Smith prods her hind legs with his hook to make her raise them. Later she will be taught to stand on one foreleg.

CONTINUED ON PAGE 86



Anyone  
can enter!  
**Dixie  
Cup's**

# \$20,000

# SCHOLARSHIP CONTEST



**GRAND  
PRIZE!**

**WIN A 4 YEAR  
\$4,000 COLLEGE  
EDUCATION**

... for any member of your family  
or person of your choice.

**Just look at these  
DIXIE CUP  
advantages!**

...then check one that means the most to you!

- A ☐ Saves between-meal dishwashing!
- B ☐ Ends cluttered counters and sinks!
- C ☐ Ideal for after-school snacks, juices, milk!
- D ☐ Children enjoy using colorful Dixie Cups!
- E ☐ Extra handy for busy mothers!
- F ☐ Safe and sanitary for baby, too!
- G ☐ Avoids the danger of broken glass!

...and **COMPLETE THIS SENTENCE IN  
25 WORDS OR LESS:**

"Every kitchen should have a Dixie Cup  
Home Dispenser because..."

**HERE ARE MORE VALUABLE PRIZES YOU CAN WIN!**

<b>5</b> SECOND PRIZES	<b>\$1,000 College Scholarships</b>
<b>50</b> THIRD PRIZES	<b>Royal Portable Typewriters</b> ((\$87 value each))
<b>100</b> FOURTH PRIZES	<b>GE Clock Radios</b> ((\$27.95 value each))
<b>250</b> FIFTH PRIZES	<b>1 year's supply of Dixie Cups</b> ((\$15 value each))

**GET COMPLETE CONTEST RULES...** and additional entry blanks  
at your favorite store.



"DISPENSER  
KEEPS KITCHEN  
SIZE DIXIE CUPS  
RIGHT AT YOUR  
FINGERTIPS!"



Each entry and  
Dixie box top or package  
label you submit gives you  
another chance to win!

## OFFICIAL CONTEST ENTRY BLANK

Scholarship Contest, Dixie Cup Company  
P.O. BOX 182-A, N. Y. 46, N. Y.  
or P.O. BOX 2311, TERMINAL A, TORONTO, ONTARIO

I wish to enter your Scholarship Contest. With my entry I'm enclosing  
a top from a refill box of Dixie Cups or a label from any Dixie package.  
The Dixie Cup advantage that has the most appeal to me is:

☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G

"Every kitchen should have a Dixie Cup Home Dispenser because..."  
(Complete this sentence in 25 words or less on a separate piece of paper)

YOUR NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Everyone has the same chance to win! Your entry will be judged only on originality,  
uniqueness and aptness of thought. Open to persons in the United States and Canada.  
Judges' decisions are final. Duplicate prizes in case of ties. Entries become the property  
of Dixie Cup Co. The contest is subject to all Federal, State and local regulations.

**ENTRIES MUST BE POSTMARKED NO LATER THAN MAY 31, 1955**

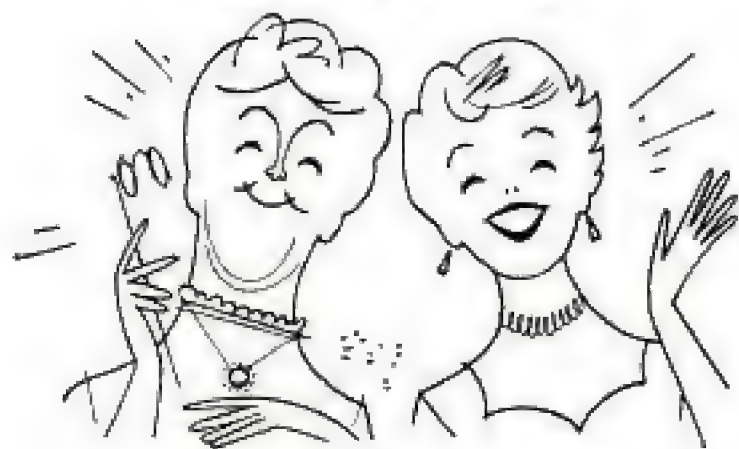
"Dixie" is a registered trade mark of the Dixie Cup Company.





**LASALLE SPRING-DRIVEN ALARM.** Graceful new clock in the traditional spirit. 4 3/4 inches high. Dust resistant case; ivory finish. Gold color trim and ring. Bell alarm. Only \$4.50. Luminous dial, a dollar more.

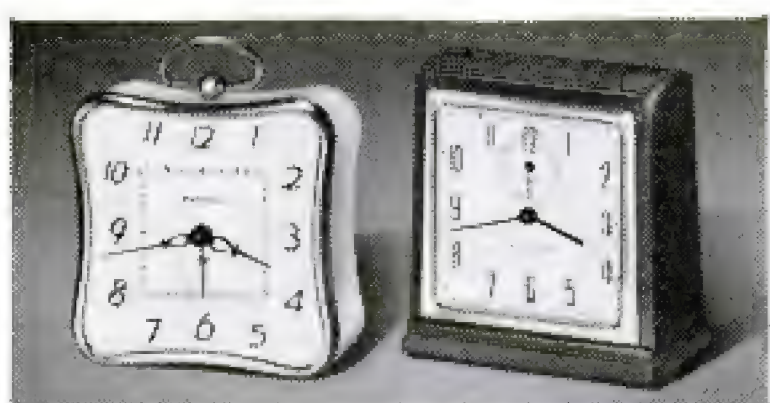
## TRADITIONAL OR MODERN



...you'll love these smart,  
sturdy Westclox



**SPUR SPRING-DRIVEN ALARM.** Lacquered metal case. 4 3/4 inches square. Day-and-night reading feature at low price. Steady bell alarm. Base tilts clock at graceful angle. Black or ivory finish. \$3.95.



**LASALLITA SPRING-DRIVEN ALARM.** This dainty new doll of a clock is only 3 inches high. Quiet tick. Dust resistant. Rubber-mounted movement. Bell alarm. Ivory finish; gold color trim and ring. Only \$4.50. With luminous dial, a dollar more.

**MASCOT SPRING-DRIVEN ALARM.** New and neat, the little "Mascot" is barely 3 1/4 inches high. He has a quiet tick and pleasant bell alarm. Your choice of three attractive colors—ivory, maroon or green. Only \$4.95. Luminous dial, a dollar more.

Prices do not include tax and are subject to change

# WESTCLOX

made by the makers of **BIG BEN**  
La Salle—Peoria, Illinois

Products of **GT** Corporation  
GENERAL TIME

## Prima Pachyderms CONTINUED



**SUZIE'S SNOUT** gets a playful tug by Trainer Smith, who says "she's the biggest goldbricker I've ever met. If she can get out of anything, she'll do it."



**A RINGSIDE REST** is enjoyed by Alice and Smith, who lights up a cigaret. Youngest of the eight elephants, Alice is constantly trying to cadge a handout.



WINSTON  
TASTES  
GOOD!

LIKE A  
CIGARETTE  
SHOULD!



**NEW**  
**One-Wipe**  
DUST CLOTH  
Specially Treated to  
ABSORB DUST  
—KEEPS...  
**FURNITURE**  
**WOODWORK**  
**WALLS**  
**FLOORS**  
**VENETIAN BLINDS**  
**GLEAMING**  
One-Wipe New  
Dust Cloth  
THE ONLY TREATED DUST CLOTH THAT ABSORBS DUST IN HALF AN HOUR—NO SCRUBBING—NO WAXING—NO POLISHING—CLEAN WITH ONE-WIPE  
**69¢**  
6 MOS. SERVICE  
AT GROCERY,  
HARDWARE, VARIETY AND DEPT. STORES

**Something New!**  
**YARN-DYED COLORS**  
in DuPont Nylon Stretch Socks  
Lasting Color Brilliance  
Incomparable Comfort • Neater Fit  
\$1 a pair  
**Guaranteed**  
**Mendproof**  
Men's Hosiery  
3 Months' Wear  
or 3 New Pairs  
ALSO  
BOYS' SOCKS  
MENDPROOF • 350 Fifth Ave., New York



# Amana

## guaranteed to outperform all others!



### New Convenience Features No Other Freezer Can Match



#### Sturdy Slide-out Shelf

Located under lower freezing shelf, new service shelf slides out easily, silently! Use it either for resting food packages, or as a working-space.



#### Handy "Leftover" Container Shelf

Complete with 6 colorful plastic containers! Store all your "leftovers" together, within quick, easy reach!



#### Ice-Cream and Dessert Bar

Protected by attractive, plastic pull-down door. Exclusive ice-cream keeper holds 35 pints... at your fingertips.

No wonder Amana Freezers are actually **guaranteed to outperform all others!**

#### 5-Year Double Warranty at no extra cost

- ★ Food protected against spoilage due to mechanical failure.
- ★ Freezer warranty on complete refrigeration system.

### No Other Food Freezer Gives You All These Outstanding Features!

See Amana first! Compare it with *any other* freezer made... prove for yourself, feature-by-feature, how far Amana leads the field!

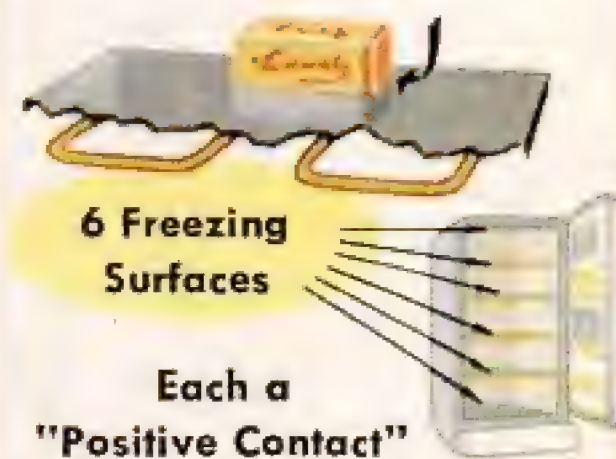
#### Exclusive Amana Stor-Mor Door Holds 80 lbs. of Food!

Amana Model 19 Freezer (19.6 cubic foot capacity) holds 635 lbs. of food. Stor-Mor Door alone holds a full month of meals, (80 lbs.) including 20 cans of frozen juice concentrates. Holds far more than any other freezer door.



#### Screen and TV Star Laraine Day Shows Famous Automatic Food Dispenser

Adjustable food dispensers fit all standard size packages... automatically serving food packages in the order stored. Exclusive dispensers give easy to see—easy to reach storage, eliminating need for written inventory records.



All food is stored on, or directly below a **solid prime freezing plate!** Amana design creates constant "even zero" temperatures. Freezes fastest, keeps food safer, costs less to operate! Plus many other features including:

- Exclusive Tumbler Lock
- Automatic Full-Vision Light
- Most Beautiful Cabinet Design

© AMANA REFRIGERATION, INC. 1955

AVAILABLE AT BETTER DEALERS IN THE UNITED STATES AND CANADA

AMANA REFRIGERATION, INC., AMANA 2, IOWA • WORLD'S LARGEST MANUFACTURER OF FOOD FREEZERS • BACKED BY A CENTURY-OLD TRADITION OF FINE CRAFTSMANSHIP





CALVERT "LO-BALL": A generous jigger of Calvert over ice cubes — plus a splash of mixer and a twist of lemon peel for trim.

# It's smart to switch to the



Next time you stop in at your favorite tavern, ask for the new short hi-ball that's America's fastest-growing whiskey drink — the Calvert "Lo-Ball"! It's the wise choice because it's *less-filling*. And it's the smart choice because it *tastes better*.

When you make a "Lo-Ball" at home, remember it takes Calvert's rich whiskey flavor

and superb *smoothness going down* to make it taste so good . . . and to be so completely satisfying.

Try a Calvert "Lo-Ball" today. Your first taste-rewarding sip will tell you why millions have switched to Calvert, now one of the world's two largest-selling whiskies. Yes, compare . . . and you'll switch to Calvert!

## Calvert Satisfies

like no other whiskey!

CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS—





# less-filling Calvert "Lo-Ball"

Serve it at home in these specially-designed "Lo-Ball" Glasses with your initial hand-carved!

Send for them now!



- Four stunning, authentic, crystal-clear, heavy-base glasses for only \$1.00 (less than half certified retail price).
- Made for Calvert by famous manufacturer of quality glassware.
- Perfect for Old-Fashioneds, Mar-

tini-on-the-rocks, as well as the Calvert "Lo-Ball".

- Most famous glass in America! Over 3,000,000 in private homes and in finer clubs and taverns.
- Each set accompanied by easy-to-make recipes. Send for yours now!

## MAIL THIS COUPON TODAY!

PLEASE SEND ME \_\_\_\_\_ sets of 4 Calvert "Lo-Ball" glasses and recipe folder. I enclose \$ \_\_\_\_\_ to cover cost of glasses and mailing. (Enclose \$1.00 for each set. Limit of 3 sets.)

My initial, to be hand-carved on glasses, is \_\_\_\_\_ (One initial only)

Name \_\_\_\_\_ (Please print)

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Mail to Calvert, Box 5068-G, Chicago, Ill.

(Offer void if taxed, prohibited, or otherwise restricted by state or municipal laws. Limited to U.S.A., its territories and possessions. Delivery of glasses takes about four weeks. Offer expires July 31, 1955.)

CALVERT DISTILLERS COMPANY, NEW YORK CITY



# More vintage tobacco makes **PHILIP MORRIS** *naturally* gentler and milder



**Only a perfect balance of sunshine and moisture produces  
these tender leaves specially blended into Philip Morris**

Vintage tobacco makes PHILIP MORRIS gentler and more delicate in flavor. That's something younger smokers—with their keener, fresher tastes—are quick to notice.

And that's why PHILIP MORRIS has made so many friends among these smokers. Follow Young America's lead.

Enjoy PHILIP MORRIS today!

**CALL FOR PHILIP MORRIS**  
**KING SIZE or REGULAR**







OHIO'S FIRST PRESIDENT FACES CINCINNATI'S NEW LIBRARY IN DOWNTOWN BUSINESS AREA. DESIGNED BY GABER AND ASSOCIATES, IT COST \$4.6 MILLION

# New Look in Libraries

## CINCINNATI ADOPTS DEPARTMENT-STORE STYLE

For 85 years the Cincinnati Public Library occupied a building that looked like an opera house. It had, in fact, been built as an opera house after the Civil War and had been taken over by the library when the promoters went broke. Last month, after half a century of civic grousing over the building's inadequacies, Cincinnati finally opened the glass doors of a startlingly modern library which looks like a department store. It was deliberately designed

that way. The door is at street level to make entering easy. The plate-glass windows are huge to accommodate displays. The bookshelves are slanted like those in a supermarket to show off the titles.

Designed in layers, the library fits storage floors between reading and browsing levels, leaving these open and uncluttered. In its first month attendance at the library justified the department-store approach: it went up 50%.

OLD LIBRARY BUILDING STANDS A BLOCK AND A HALF FROM THE NEW →





## New Easter shoe fashions for little girls

### Flowers at her feet

A pearl-petaled flower and white whip stitch set off this strapped flat for little Easter misses. In black patent, smooth white, smooth red or blue suede.

\$3.95 to \$7.95  
according to size and style—at better independent stores.



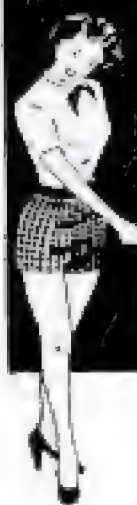
### Sundial shoes for children

Sundials for men and women, too

DIVISION OF INTERNATIONAL SHOE COMPANY, MANCHESTER, NEW HAMPSHIRE

## HALF PRICE SALE!

We kept the factory working all winter—their off season! That's why you buy at **HALF-PRICE!**



90-Day Guarantee against All Mechanical Defects.

We Pay the Freight Anywhere in U.S.A.

**CLIP COUPON NOW**  
for America's Most Wanted Power Lawn Mower at **HALF PRICE!**

The Nationally-Advertised New 1955

★★★★

**GENERAL 21 INCH  
GIANT DE LUXE  
POWER LAWN MOWER  
HALF PRICE**

**\$69.50**  
LIST PRICE  
**\$139.50**

with the Famous  
2 1/2 H.P.  
4-CYCLE  
CLINTON  
ENGINE

Thousands of satisfied users throughout world!



One of World's Largest Distributors of Power Lawn Mowers

**Republic**

Garden Equipment Division

1670 Jefferson Ave., Buffalo 8, N. Y.

Enclosed is check or money order for \$69.50 for 4-Star GENERAL Rotary 21" Power Lawn Mower & FREE Extra Blade & Leaf Mulcher.

Name ..... (please print)

Address .....

City ..... Zone ..... State .....

• Cuts Grass into Fine Mulch that Feeds Your Lawn  
• No Raking! • All Aluminum Rustproof Chassis • Handle Throttle Control  
• Full Ball Bearing Wheels 16" front, 8" rear  
• Semi-Pneumatic Puncture Proof Tires  
• Easy Recoil Starter • Adjustable Cutting Heights (1 to 3 inches) • Full 21" Wide Cut  
• Trims to Walls, Buildings, Flower Beds  
• Wheels Recessed in Housing • Mulching-Type Hardened Steel Blade protected by Shock Mount and Slip Clutch • Plastic Handle Grips  
• Full Floating Tubular Steel Handles  
• World-wide Clinton Engine Service Stations  
• Heavy Front Bumper Guard

## NEW LOOK IN LIBRARIES CONTINUED



**LISTENING TO MUSIC**, patrons use headphones to hear without disturbing others. Music room holds 12 listeners, each able to hear separate records.



**BROWSING AT BOOKSHELF**, a reader stands before big window overlooking Garfield Park. Office workers like to stop in during lunch hour.

CONTINUED ON PAGE 94



# Religions of



In 19 pages of color photographs and paintings LIFE next week will present "Religion in the Land of Confucius," third instalment of LIFE's unusual and revealing series on "The World's Great Religions."

For 2,500 years the Chinese have lived by the ethical and religious codes put forth by three great sages of the Sixth Century B.C.—Confucius, Lao Tzu and Buddha. Confucius, a moral and social philosopher, left China an ideal of social harmony—a web of human relationships characterized by respect for elders, family solidarity and ancestor worship. To the teachings of Lao Tzu the people of China owe much of their tradition of nature worship—the mystical relation with "Tao." The Chinese concept of gods in human form, their use of images for worship, their formal priesthood have been derived from the teachings of Buddhism, described in the March 7 issue of LIFE.

China, the only country in the world where three great creeds have coexisted for centuries without one eradicating the other two, today presents a scene of intense conflict of ideals. The ethical precepts that for 2,500 years have withstood the critical inspection and the unending appraisal of generations of devout followers are under severe pressure from the aggressive materialism of Marxian Communism.

An understanding of this struggle between China's older ways—the great ethical concepts of Confucius—and the new materialism is basic to understanding important aspects of China today. And in order to give Western readers a clearer picture of China, LIFE will present along with this chapter of "The World's Great Religions" a special article by the brilliant Chinese writer, Lin Yutang. His insight adds greatly to this instalment and his is wisdom which you may well want to share.

Andrew Heiskell, *Publisher*



**For a happy change**

**to a lighter highball,  
cocktail or straight drink.**

# **CORONET V.S.Q. BRANDY**



BRANDY DIST. CORP., 350 FIFTH AVENUE, N.Y. 1, N.Y. • CALIFORNIA GRAPE BRANDY • 84 PROOF

## **NEW LOOK IN LIBRARIES** CONTINUED

### **BOOKS FOR THE DISABLED**

To invalids unable to use their hands to hold a book, the library sends projectors which cast microfilmed pages on the ceiling. The 800 microfilmed titles are mostly light, cheerful novels and inspirational books. For the blind of southern Ohio, Kentucky and Tennessee the library circulates 40,000 books in Braille and over 10,000 "talking books," recordings supplied by the Library of Congress. For hale Cincinnatians, able to come to the library, the library displays 200,000 books and stores one million more.



**READING OFF THE CEILING**, a hospital patient presses button to flip double page of mystery. Fourteen projectors are in almost constant use.



*The finest compliment a photographer can pay himself  
-or his subject!*



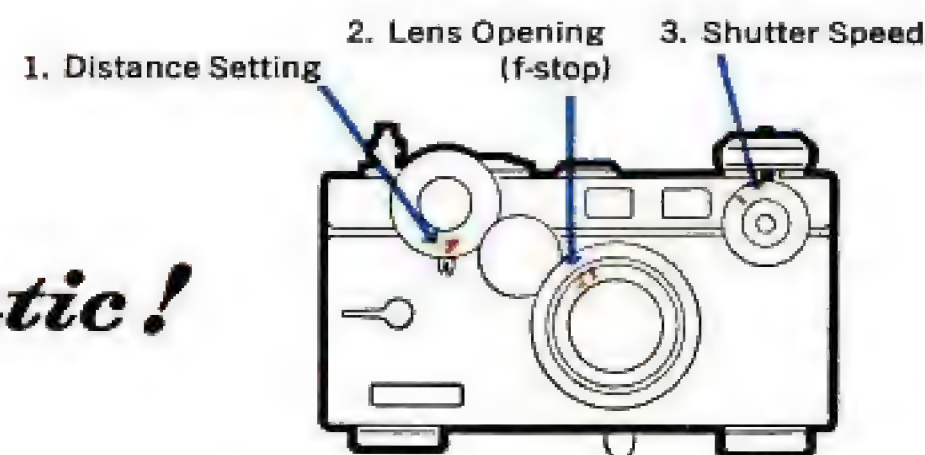
## argus C-4

If you want the ultimate in fine American 35mm cameras, the Argus C-4 was made for you. For here is a precision instrument that will give you a lifetime of pleasure—you'll never outgrow the Argus C-4!

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# You'll like



## Salmon Supreme

- |                             |                                 |
|-----------------------------|---------------------------------|
| 1 Pkg. frozen peas (10 oz.) | 3 Tbs. chopped pimiento         |
| 1/4 cup water               | 2 hard-cooked eggs              |
| 2 cups medium white sauce   | 12 sliced stuffed olives        |
| 1 can salmon (7 oz.)*       | 1 1/2 tsp. Worcestershire Sauce |

● Place frozen peas and water in the upper bowl of PYREX Flameware Double Boiler. Cook over direct heat 4 min. after water boils. Bring water to boil in lower bowl of Double Boiler and insert upper bowl.

● Add rest of ingredients, cook 10 minutes or until very hot. Pour into rice ring or over toast. Decorate with rabbit designs cut from sliced cheese. Serves 6.

\*Tuna may be used instead.

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PYREX Flameware clean is mighty easy, too. Sticky foods slide right off that smooth, hard surface. And it's non-porous, so it won't absorb cooking odors. Try PYREX Flameware—in your own kitchen—and you'll wonder how you ever got along without it!



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*for 30 days—and if you don't like it  
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We guarantee that if you are not completely satisfied with PYREX Flameware, you may return it at any time within thirty days, to the store from which you bought it, and your money will be fully refunded.

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Unretouched photograph of Plymouth "6" Belvedere 4-door Sedan

## THE BIGGEST IS THE MOST GLAMOROUS, TOO!

### NEWEST...MOST MODERN...OF THE LOW-PRICE 3

- Biggest car in the lowest-price field . . . 17 feet of beauty!
- Brilliant new 6-cylinder PowerFlow 117, with exclusive Chrome-Sealed Action. Exciting new 167-hp Hy-Fire V-8, highest standard horsepower in its field.
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It seems spun out of fire and flowing lines — the 1955 Plymouth. You see it everywhere — proudly thrusting through the night, or jewel-brilliant in the sun. For America recognizes that the beautiful '55 Plymouth is unmistakably one of the great cars of automotive history.

This big beauty was deliberately created to revolutionize the lowest-price field. It is lithe, eager, new. Nothing borrowed. No hand-me-down styling. No compromises. Just the endur-

ing beauty of perfect taste—yours now, in *the biggest car of the low-price 3*.

Inner value is well mated to outer grace in the new Plymouth. You sense that . . . in the hushed power, the nimble handling, of this superb car. . . . This year, of all years, *look at all 3*. Study Plymouth's engineering and craftsmanship. Then, we believe, you'll join the big swing to Plymouth.

PowerFlite and all Power Driving Aids available at low extra cost. Enjoy "PLYMOUTH NEWS CARAVAN" on NBC-TV and "SHOWER OF STARS" and "CLIMAX!" on CBS-TV.

## ALL-NEW PLYMOUTH '55

See it...drive it...today at your Plymouth dealer's...a great new car for the YOUNG IN HEART







USING A HOE HANDLE FOR A BAT, DAVE COLUMBIA SHARPENS UP HIS BATTING EYE FOR HIS BIG LEAGUE TRYOUT BY HITTING ROCKS INTO THE MONONGAHELA

# DAVE'S BIG DREAM

**A bid from the Giants gives an 18-year-old the all-American opportunity**

Nine years ago, when he was just 9 years old, Dave Columbia made the decision nearly every energetic American boy makes at one time or another: he was going to be a big league ballplayer. On the sandlots of the little coal-mining town of Brownsville, Pa., usually playing with the older boys, he developed fast and naturally. He made the Brownsville high school team as a freshman, was its star infielder three years running

and during the summers played with a junior American Legion team.

Last August, Dave was picked to play in two all-star Legion games, and a big league scout was a spectator at both of them. In December, Dave got a letter prompted by the scout's visit. Two days later he wrote back, "I would like to inform you that I will report to Melbourne, Fla. on March 1st for a tryout with the New York Giants. Yours truly, Dave Columbia."

Photographed for LIFE by RALPH MORSE

CONTINUED ON NEXT PAGE 99





**IMPROVISED EXERCISE**—catching a baseball after bouncing it off a stone step—was Dave's way

of practicing fielding before going south. On the porch is his father; backing him up is brother Mike.



**FAREWELL DINNER** brings family together for a feast of pork chops, stuffed cabbage and all of Dave's

## HOPEFUL SEND-OFF

The Giants' bid presented Dave Columbia with some problems. It was a pay-your-own-way invitation and Dave, who was taking courses at a radio technician's school, had no money. But though five of his six brothers were out of work—the local coal mine had reduced its labor force—they scraped up \$135 for bus fare, two weeks' room and board. A more complicated problem was getting in shape to play ball in a winter-bound town. Dave resourcefully handled this himself, improvising exercises and working out in the high school gym.

His whole family, which came together for a farewell dinner (*above*), was emotionally involved in his departure. Two of his brothers had failed to make the grade in tryouts of their own, and all of them loved baseball. For his parents, it was good but sad. Dave was their youngest and had never been away from home before.





other favorite dishes. He sits at head of table. His parents were born in what is now Czechoslovakia.



**LAST DANCE** with girl friend, Marcia Pritts, at Lena's Soda Lounge finds couple solemn. Dave spent

most of the evening blushing as his friends came over to say goodbye and to wish him the best of luck.



**WEEPING EMBRACE** before the early morning departure is given Dave by his mother at bus depot.

**SEEING DAVE OFF**, Dave's mother and a brother wave goodbye as bus starts off on the 37-hour trip.



CONTINUED ON NEXT PAGE





**POUNDING HIS MITT.** Dave sits on bunk after breakfast nervously awaiting the practice call. The

player in upper bunk. Catcher Jack Krenn of Cheektowaga, N.Y., was sent home after a two-week trial.



WITH FOUR DIAMONDS LAID OUT BACK TO BACK

## TOUGH TEST WITH HAPPY END



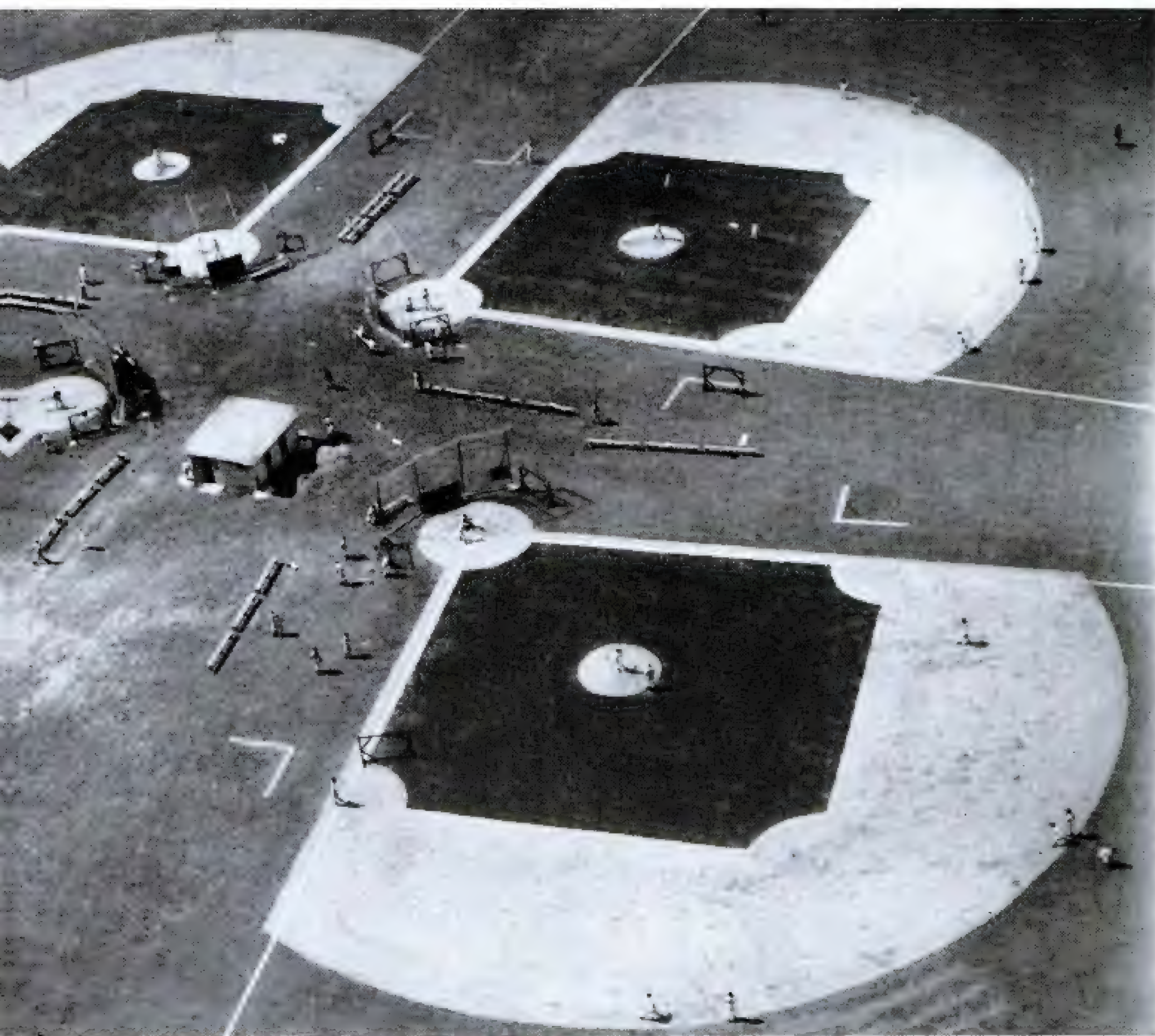
**FIELDING SLICKLY,** Columbia scoots out from under his cap as he scoops hard-hit ground ball. He

impressed scouts with his nimbleness and speed, showed one of the strongest throwing arms in camp.



**BATTING BADLY,** Dave swings too soon, misses ball as staff of tryout camp watches behind screen.





SCOUTS COULD MOVE EASILY FROM ONE TO THE OTHER, KEEP CLOSE TABS ON THE 150 PLAYERS IN CAMP

Wiry, clear-eyed and well built (5 feet 11, 170 pounds), Dave is a quiet boy and sure of himself. There were 44 other kids who had paid their way south—and 33 other players who came at the expense of the Giants—and odds against Dave were 10 to one. But he was confident. "I think I'll make it," he said. "I can't explain it, but I think I will."

Ignoring the heat, Dave overdid it the first day, got sick (*below*). But next day he fielded

gracefully, threw surely. At bat he had his troubles (*below*), but after ten days the staff decided they could not turn him down. "He's a doubtful hitter," said Hubbell, "but he's outstanding in every other department." They signed Dave to a contract calling for \$175 a month, assigned him to Sandersville of the Georgia State League. This is a class D league, baseball's lowest. But for Dave, this was like being given a passport to the promised land.



OVERCOME by heat after working too hard during the first day's drills, Columbia sags on a bench. →



DAVE'S JUDGE was Carl Hubbell, the once great pitcher, now Giant farm boss, who passes on rookies.



DAVE'S PRIZE was the uniform of the Sandersville Giants, which he put on as soon as he was signed.

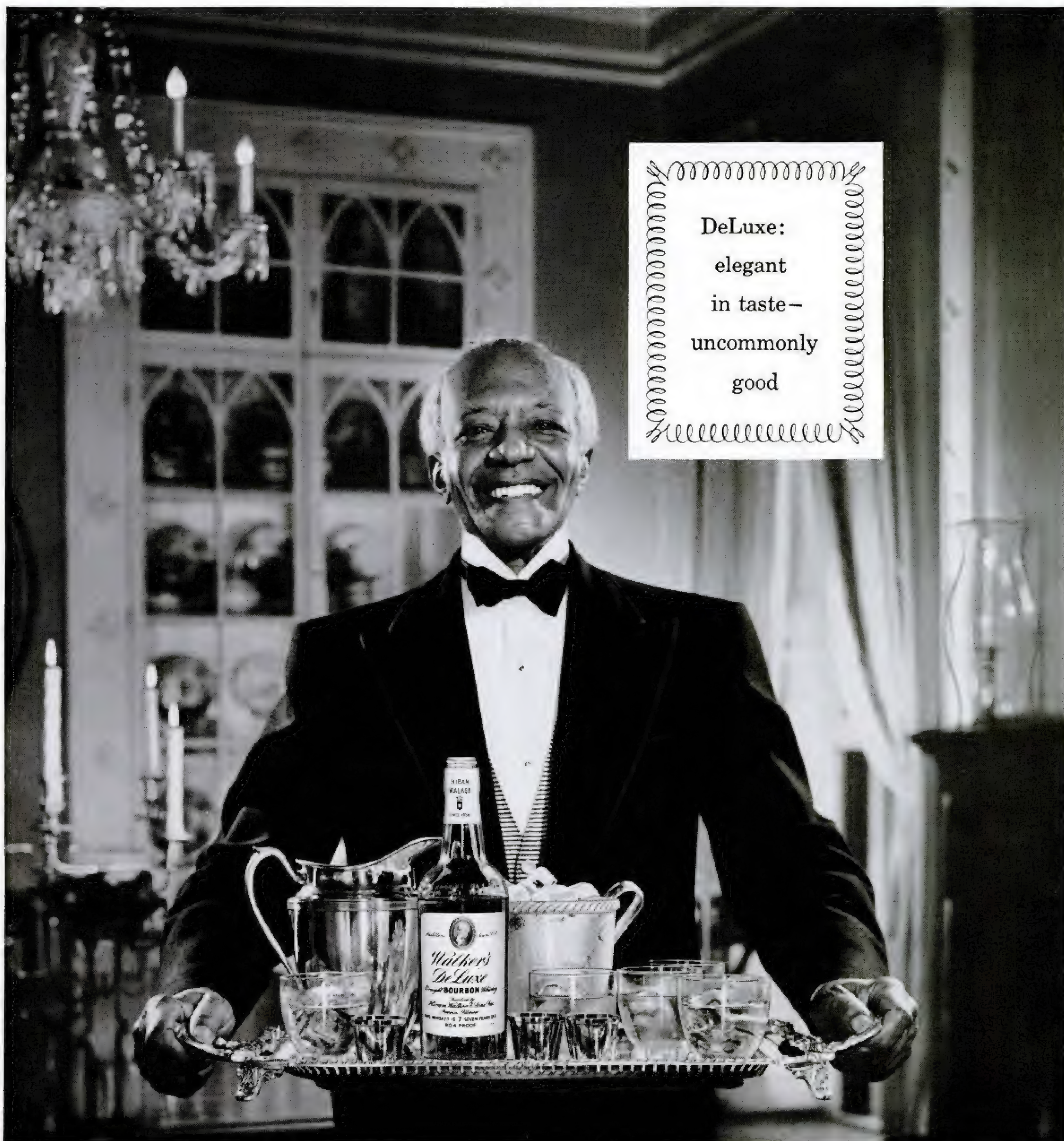




**TELLING THE FOLKS**, Dave phones home. His mother answered the call but became so excited she couldn't hear and had to pass the receiver on to brother

George. If all goes well at Sandersville, Dave will play ball all summer, not be home until fall. But the contract allows the Giants to release him at any time.





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elegant  
in taste—  
uncommonly  
good

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Serving it "on-the-rocks" is an excellent trial of any whiskey's smoothness and flavor—and one Walker's DeLuxe is certain of passing with highest marks. For this is Hiram Walker's finest bourbon—matured 7 long, quiet years in charred oak. 90.4 proof. May we suggest you order it soon?

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Press here to slip easily in pocket. Point retracts automatically. Stays safely locked in—no chance of staining clothes. Try it! Then compare it with clips on other pens at any price!

## SCIENCE



TECHNICIAN HAULS A KIDDIE CARTLOAD OF RADIOACTIVE CHEMICALS

## 'HOT' WORK FOR TOYS

Hanford playthings carry radioactive burdens

Anybody who is admitted behind the barriers of the Hanford, Wash. plutonium works is likely to witness the incongruous sight above. Under the cold eye of security guards, technicians are happily dragging around toy wagons loaded with "hot" chemicals. This is not furtively snatched diversion. Toys, the scientists find, are often better than expensive specially designed machinery for transporting chemicals too radioactive to be carried by hand from one laboratory to the next. But the toy which really makes every scientist's eyes light up is an electric train (see p. 109) which faithfully winds its way through a labyrinth of equipment hauling a payload of radioactive chemicals.

CONTINUED ON PAGE 109



**BEST  
Aspirin Relief**

MONEY CAN BUY... Quickly Eases



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Get The Best  
For Less...

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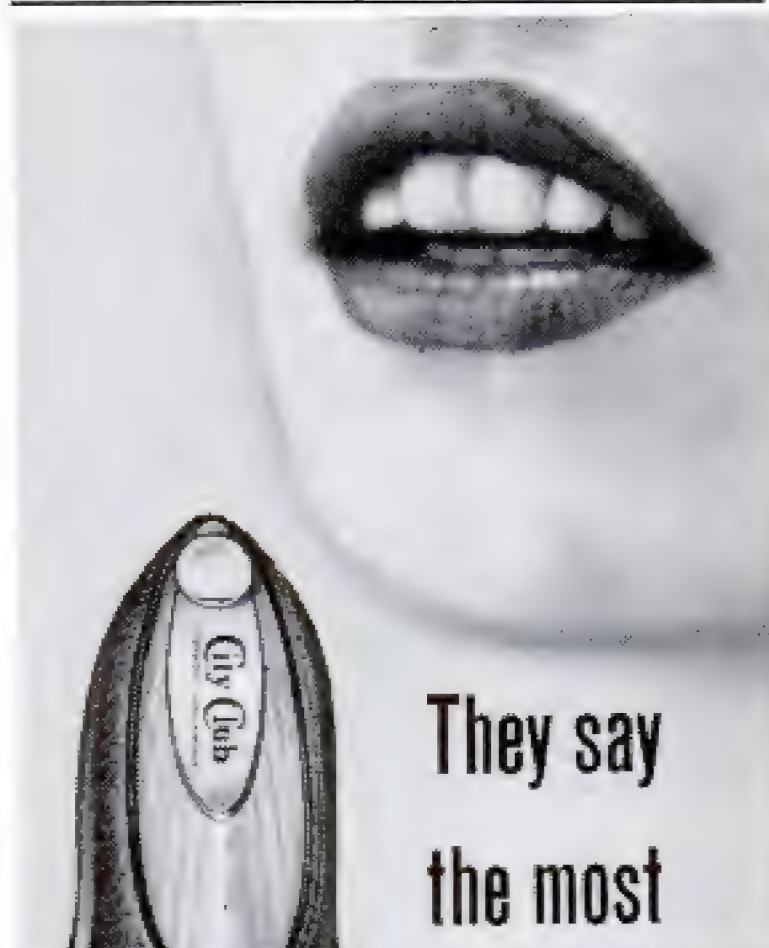


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New Tropic-mesh lets cool air

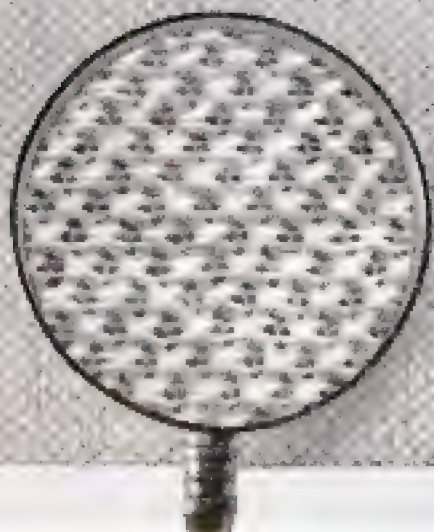


through a million diamond-shaped windows



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DIAMOND-SHAPED WINDOWS  
LET COOL AIR THROUGH



This new *porous* fabric lets cool, fresh air enter... lets the skin breathe! Because Tropic-mesh absorbs perspiration immediately, it never feels sticky. Because it's stretchable, it never chafes or binds. And because it's knit, it feels more cuddly and comfortable. Tropic-mesh makes Mother feel good too—it's

*Perry-ized* for shrink-resistance, needs no ironing. And have you ever seen more delightful prints? Butterflies for little girls, sizes 4 to 10. Baseballs for young fans, sizes 4 to 12—also with short pants. Balloons for the little ones, sizes 1 to 4. Other girls' styles up to size 14. Prints in choice of refreshing new colors.

NITEY NITE SLEEPERS. PERRY, N. Y.



# Cadillac



## Meeting of... Cadillac Owners!

Through all the higher phases of business and industry, Cadillac is the overwhelming favorite.

It is not at all unusual, in fact, for a fine American corporation to have its entire board membership represented on the Cadillac owner list.

Needless to say, a motor car must offer many wonderful and exceptional qualities in order to

win the favor of so distinguished a group of motorists.

And never have these qualities been more clearly evident than they are in today's Cadillac car.

There is its inspiring beauty, for instance . . . its great distinction . . . its magnificent performance . . . its brilliant luxury . . . its remarkable operating economy . . . and its extraordinary dependability.

Of course, you don't have to be a member of a Board of Directors in order to enjoy a Cadillac.

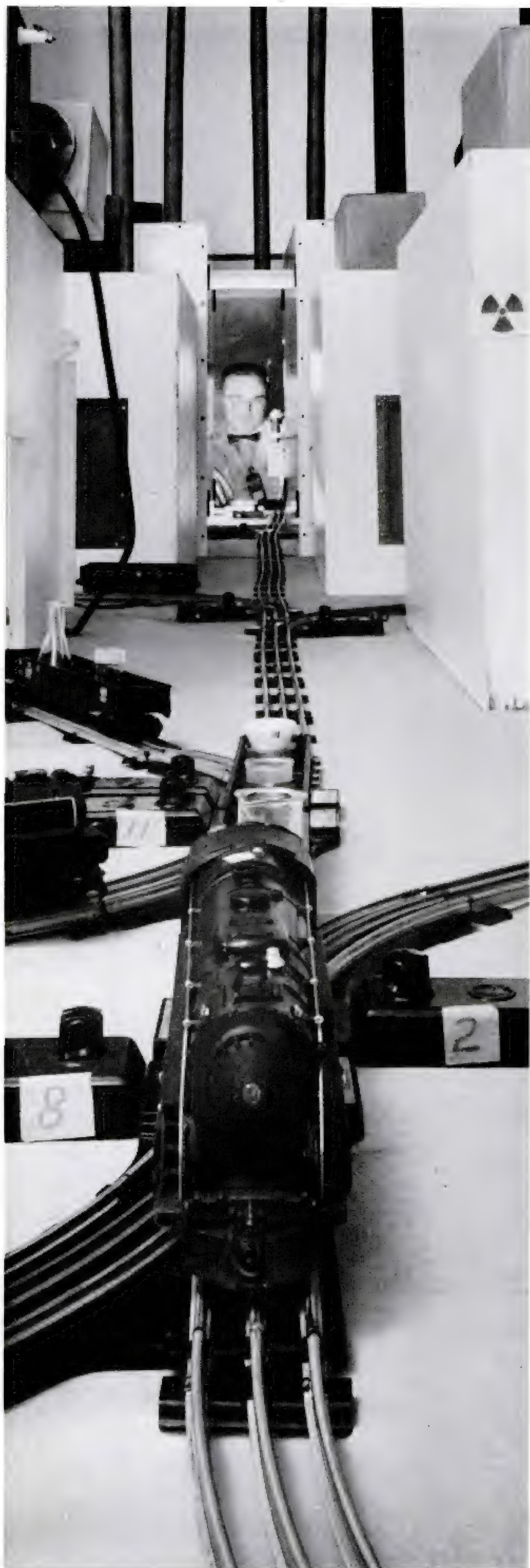
In fact, a Cadillac is one of motordom's greatest values—the ideal car, economically, for a very wide group of American motorists.

Why not come in at your first opportunity—and confirm this for yourself?

YOUR CADILLAC DEALER







**BUSY LITTLE RAILROAD** was built with toy trains to haul chemicals on flatcars through Hanford laboratory from one research point to the next.

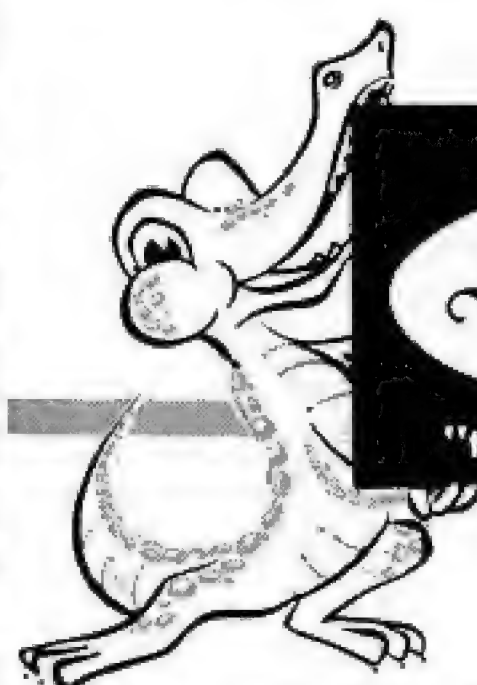
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makes sense**

It's the "coat you'll live in"  
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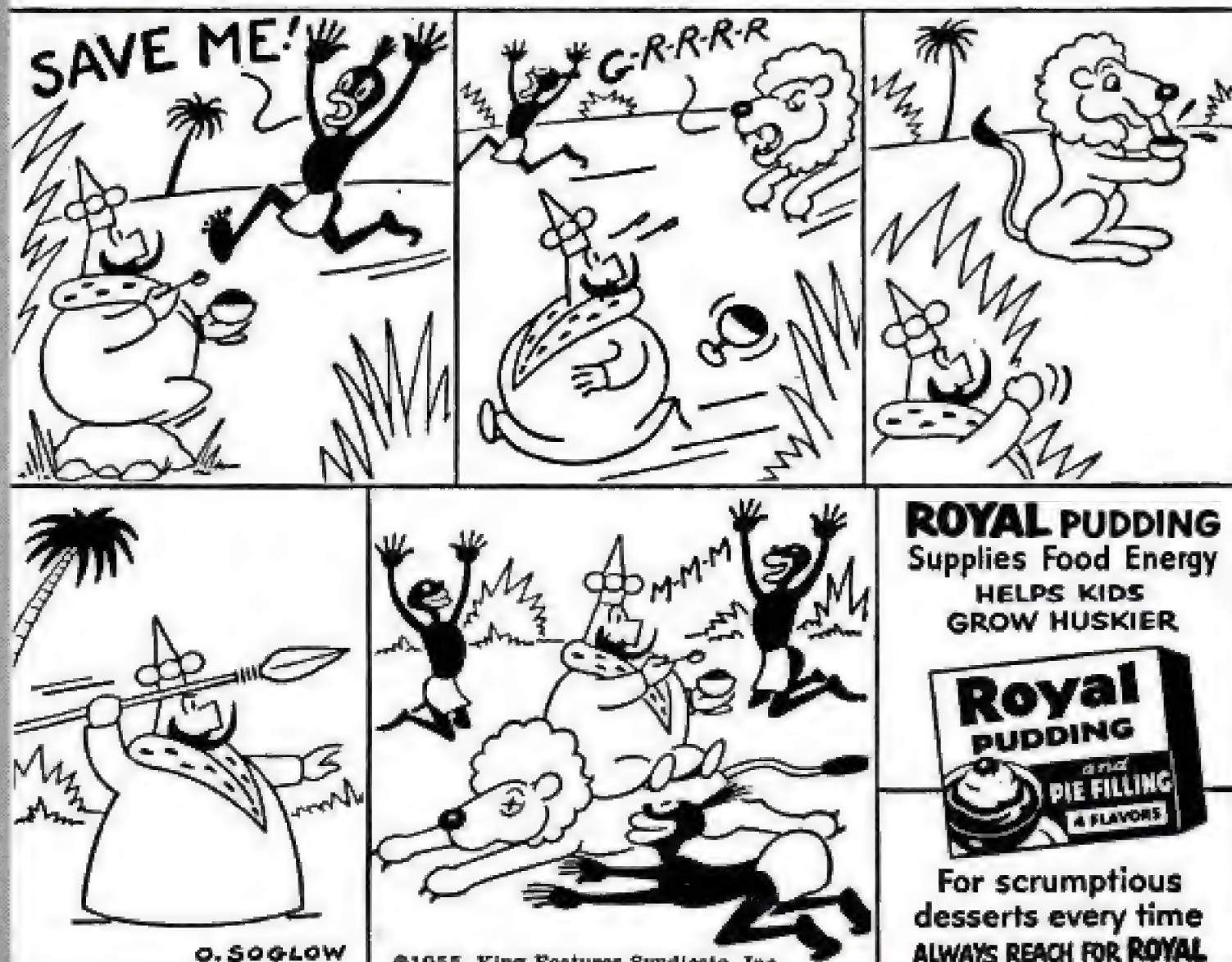


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**ROYAL PUDDING**  
Supplies Food Energy  
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desserts every time  
**ALWAYS REACH FOR ROYAL**





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King Size or Regular . . . both same price

One carton of KENTs will convince you of two important facts. Smoke KENTs for just a few days and . . .

**1.** Gain the real assurance you can only get with KENT's Micronite Filter. Not just cotton, paper or cellulose, KENT's filtering material is so efficient it is recommended by scientists where filter effectiveness is vital. No wonder KENT's Micronite Filter has been proved effective in test after test . . . *the best filter you can buy.*

**2.** Give yourself an honest chance to adjust to KENT's mild flavor. See how KENT *stays fresh-tasting*, cigarette after cigarette.

There is a difference in KENT!  
 . . . buy a carton and see.

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and only Kent has the  
**MICRONITE FILTER**

the filter that takes out even  
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# The Legacy



RAYMOND McLAIN, TOP U.S. CIVILIAN SOLDIER OF WORLD WAR II, REPORTS TO THE TOP PROFESSIONAL IN EUROPE

## of General McLain

**ON HIS DEATHBED HE COMPOSED A WARNING TO THE U.S.**

**O**N Saturday, Nov. 20, 1954, Lieut. General Raymond S. McLain, USA Retired, noticed an unusual pain in his mouth. At the time he was in Washington working on an armed-services manpower program for the National Security Training Commission—a job he took on in the course of a distinguished career which brought him a tribute as “the greatest civilian soldier of our time.”

Deciding that his pain was simply the symptom of a bad tooth, General McLain left the following Tuesday for his home in Oklahoma City.

When McLain walked into the NSTC offices again on Dec. 1, members of the staff were shocked at his haggard appearance. At noon that day he went to Walter Reed Hospital. When Edgar G. Shelton, director of NSTC, arrived to visit him on Friday the 3rd, he found the general sitting up in bed writing furiously on a scrap of paper. Around him were other scribbled notes. The general turned to Shelton.

“Ed,” he said, “I’ve got leukemia and it’s moving fast. I’m supposed to die Sunday. We have work to do.” McLain told Shelton he must finish an article on the U.S. need for trained military reserves.

Raymond McLain lived through Sunday; he died

the following Tuesday, Dec. 14. He was 64 years old.

This man whose last hope was to spread the message of universal training was himself the highest example of a very different U.S. military tradition. Having joined the National Guard in 1912 and been an officer in the First World War, he became in World War II the first nonregular to command an Army corps in the field since 1865. His XIX Corps drove to within 35 miles of Berlin. He was often in the front lines himself and personally took 12 prisoners. In civilian life president of an Oklahoma City trust company, he turned his interests in the postwar years to military manpower problems. Some of the important features of the program that he worked on are embodied in a bill introduced at the present session of Congress (*see Editorial, p. 30*).

In his last few days it was a painful effort for Raymond McLain to rouse himself and talk to visitors. But rouse himself and talk he did—about the need for trained military manpower. Among those who came to visit the dying man were Senator Mike Monroney of Oklahoma, General George Marshall and his old comrade-in-arms, Dwight Eisenhower. The article that appears on the following pages tells what he told them.

**WHAT McLAIN WANTED HIS COUNTRYMEN TO KNOW—NEXT PAGE**



# Best Weapon Is Still Man

## EVEN H-WAR DEMANDS RESERVES

by **RAYMOND S. McLAIN**

**T**HERE has seldom been a more maligned and less understood subject than what has popularly become known as UMT. Universal military training is strictly an American term, and strictly an American concept. It envisages a short period of military training for all fit young men, after which, as members of the reserve, they will stand in readiness to defend their country when the need arises. The basic idea in its present form was devised by General George C. Marshall as an economical, equitable plan for meeting the accelerated speed of modern war in its initial stages. Marshall's belief in it was spurred by the many letters he received from those of us who had to command troops in combat and from our reports about the shocking burden our soldiers had to withstand when the enemy bore down on us with superior strength, making it necessary for us to keep trained men in foxholes week after week and even month after month under distressing conditions because we had no *trained replacements*. Britain, France and in fact all but very few of the world's nations have systems to the same purpose, but employ what may be actually described as universal service or conscription. The basic idea of those who advocate UMT is that it can give us adequate preparation for less cost in money to the nation and less individual sacrifice of life and time than are required by selective service.



LIEUT. GEN. McLAIN

Since the establishment of this nation there has been a cleavage in thought between those such as Washington and Jefferson who advocated strengthening our reserve forces and those professional military men who followed what has been called the "Utopian plan" of large and expansible regular forces. In the old days, this latter theory, based on the idea of a force large enough to perform until general mobilization could be accomplished, seemed reasonable enough in view of our distance from Europe and Asia.

All of our wars have been eventually fought by civilian soldiers. The present problem is, shall we train them or not? If so, shall we keep them, as Russia does, for long periods in the regular forces? Or shall we raise them to a level of training so that they can be profitably utilized in case of emergency, but in the meantime are free to act as individuals for the nation's welfare?

Here are some of the arguments used against UMT:

*It is against our traditions and contrary to the way of life our ancestors visualized for this new country. Our ancestors came over here to escape just such a system in the old countries and to avoid wars.*

We have been shedding traditions ever since we shed the tradition of the divine right of kings. Some of our ancestors might have come over here with the idea of escaping military conscription. Probably more came for other reasons. But all had other ideas in their minds too. Our ancestors wanted and had, and we their descendants have, religious liberty, liberty of conscience, liberty of assembly, of petition, of the press, of personal choice of the means we employ to live and to enjoy living. Our ancestors' belief in defending these values overwhelmed their belief that they could avoid wars, but our fallacious devotion to unpreparedness nearly cost us our independence, did cost those who fought the war for independence and every war since unnecessary sacrifice.

The voluntary system of fighting wars has been a delusion. Never have enough volunteers been available in any major war. Equity of burden in war should be just as essential an element in our existence as equity of benefit in our civil existence. What could be more democratic, more fair, more American? The volunteer system in time of war can only become a device used by those in authority to avoid the responsibility of making fair decisions as to who should perform hazardous duty. Any commander who

CONTINUED ON PAGE 115



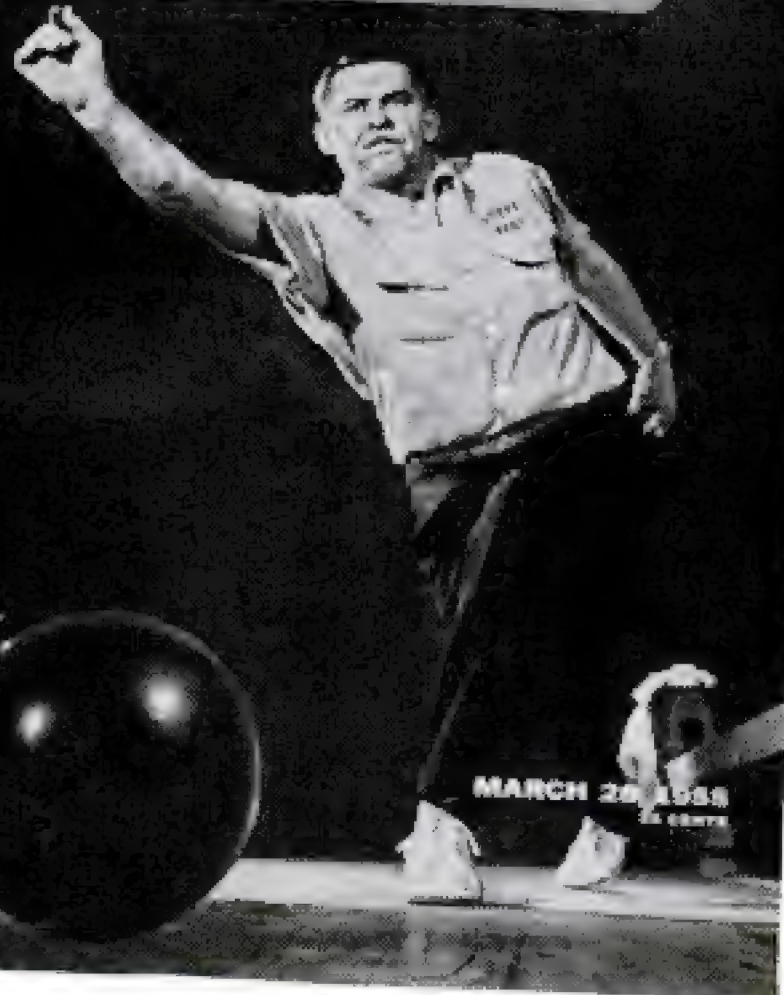
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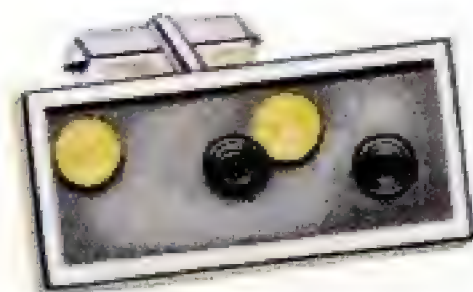


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## Manhattan presents 12 new Carnival Colors in Shirts

No stuffed shirt is our male animal. Today, he wants to show his colors. And *Manhattan* has come up with Carnival Colors—dashing, rakish, yet properly conservative. Not just new shades of pink and charcoal—but peach, ruby, mint and gold, a Midway of color that says it's Spring, and good to be alive. All in cotton chambray, a fabric that shows color off at its best with interesting tones and highlights. In a shirt or sportshirt, all

are designed to put new life into old wardrobes—or provide rich contrast for your newest charcoal suit or jacket. Carnival Chambray shirts in many new collar styles, \$4.50. Sportshirts with embroidery motif, \$5.00. Also available in Pajamas and Undershorts. Her Lady Manhattan Carnival Chambray shirts, \$5.00. Pure Silk Shantung Tie, \$2.00. The Manhattan Shirt Co., 444 Madison Avenue, New York, N. Y.

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**AUTHOR IN WORLD WAR I** rose to captain as machine gun company commander in Oklahoma National Guard. He had joined Guard as a private in 1912.

## GENERAL'S LEGACY CONTINUED

calls for volunteers to undertake an extremely hazardous mission is shirking his responsibility. The courageous men volunteer time and again until there are few left. Why should the most courageous be liquidated first by their own generosity of spirit?

*Some say that massed armies are a thing of the past; that Russia so outnumbers us, man for man, that we cannot hope to meet its challenge in ground warfare.*

Massed armies, as popularly conceived, have been on the decline since the Napoleonic Wars. With continuing improvement in the efficiency of firearms, commanders have constantly had to revamp and disperse their troop formations in order that these could withstand the type of fire delivered against them. But because of new weapons and logistics, and because of this need for dispersal, major wars have required more and more men than ever before, and there is no indication that this will change in the future. Despite all the so-called "ultimate" weapons developed since the turn of the century, more and more men, not less, have engaged in our wars.

That Russia has more manpower and cannot be matched man for man is sheer fallacy. The total population of Russia and her western satellites was about 50 million less than that of the NATO countries before Greece and Turkey were brought into that organization. There is little question that the man of the NATO nations can acquit himself better on the battlefield than the average Russian because of superior firepower, control and mobility. In the factory he can produce probably six times as much; on the farm, probably four times as much; and in administrative positions probably outwork the Russian better than two to one because of less red tape.

Any of us who were in contact with the Russians at the end of the war know that no policy or strategic decision can be taken by any Russian unless he has direct orders from Moscow. We can all imagine, too, how much bureaucratic machinery is required to transmit requests to and get orders from Moscow.

*Germany and France have both had universal service and both have been defeated whereas we as a nation have never had either universal service or universal training and have always won our wars.*

As a matter of fact, if France had not had universal service when World War I began, it would have been completely overrun. It was only because the French had trained men in readiness that they were able to stop the Germans before they took Paris. It might be more profitable to point to Switzerland and Sweden, both of whom have had a form of universal training and service and neither of whom has had a war in the last 140 years, while the U.S. has had five recognizable major wars and many little ones. In both World Wars and in Korea we had to resort to selective service before we could win.

*It is said by some that military training camps are dens of iniquity that would be bound to influence adversely the character of the 18-year-old trainees.*

I have spent some 42 years around training camps and it has been my experience that there is no more temptation at the average one than there is at the average high school in the U.S. Training camps are run by officers who feel directly responsible

CONTINUED ON NEXT PAGE



## "But why is Quaker State better for stop-and-go driving?"

Because Quaker State Motor Oil gives perfect protection and superior lubrication under *all* driving conditions! Yes, stop-and-go driving *is* tough on engines. It often results in serious problems—engine deposits—sticking valve lifters—poor compression and loss of power.

Quaker State Motor Oil insures peak performance and finest lubrication for both stop-and-go driving and sustained high-speed driving. And it keeps engines clean! Super-refined from 100% Pure Pennsylvania Grade Crude Oil. Gives your car's engine *Miracle Film* protection and Quaker State *endurance*! Try it!



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## Revolutionary new hair dressing *won't grease-stain your hat!*

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**FAILURE OF RECRUITING** in Civil War led the North in 1863 to replace volunteer system by draft laws that brought on riots and flagrant evasions.

## GENERAL'S LEGACY CONTINUED

for the trainees. And as an added safeguard, Congress, in the present Universal Military Training and Service Act, created the civilian-controlled National Security Training Commission to oversee training camps and make sure that the proper moral atmosphere exists.

*It is said that young men of 18 do not have the time to devote six months to military training.*

Not only have many veterans of past wars taken much more than six months out of many of their lives, but some have taken as much as four or five years, and hundreds of thousands have sacrificed limbs or their very lives in order that those who advance such statements might enjoy the privilege of peaceful existence.

*Some people maintain that any military training program should be carried on in high schools.*

There are over 23,000 high schools in the U.S. To be carried on successfully the program would require building 23,000 armories, establishing 23,000 staffs to carry on instruction, providing 23,000 sets of equipment—and setting all this up right in the midst of our civilian life. Such a program would involve not young men of 18, but boys of 14, 15 and 16. Why shouldn't these youngsters be allowed to enjoy athletics and nonmilitary pursuits at this age?

It should also be remembered that many small high schools have less than 50 male students in attendance, while great numbers of our young men never finish high school and would escape all training. If there is any way to militarize this country, in my belief, a universal system of training in high schools would be the quickest way to do it.

I do not mean to detract from some of the fine private military schools which give this type of training as a part of their regular curricula, because in their case the individual has his choice of going or not going.

*Some argue that the training in a universal program would be largely wasted because it does not provide divisions ready to fight and that all training would have to be done over in case of mobilization because of advances in weapons.*

This allegation completely ignores what UMT is supposed to do. True, it will not provide trained divisions ready to fight! But it will provide trained men ready to fight. There is no necessity for providing, at the moment the next war starts, all of the divisions that we would eventually expect to employ. What we will need is sufficient regular divisions so they can be deployed to the battlefield as rapidly as they can be used. By the time they had been deployed, we would have trained reserve divisions ready to follow them up and support them quickly.

To argue against this is just as logical as to argue that we do not need to harvest regular wheat crops; that we can wait until after we have run out of bread and then till the soil, raise the grain, thresh the wheat, mill the grain and bake new bread as we need it—and presumably starve until all this has been done. A military training program allows us to lift men to a level of readiness from which we can complete the training process by the time we need

CONTINUED ON PAGE 118



# It's spring! Turn his head by keeping yours . . .



**Suits him to a "T"**—spring's new long line in the slim skirt, the jacket that fits close but not too close. Ask for it in cotton tweed—it spans the seasons.



**Suits him not at all**—if it spans *you*! When fit is style, as it is here, shrinkage is Enemy No. 1. Save yourself needless doubts—look for the "Sanforized" label.



**To a man's taste**—the new look in blouses. Patterned after Paris, overblouses are lithe and lovely. Patterned after silk, cottons shine, sport foulard prints.



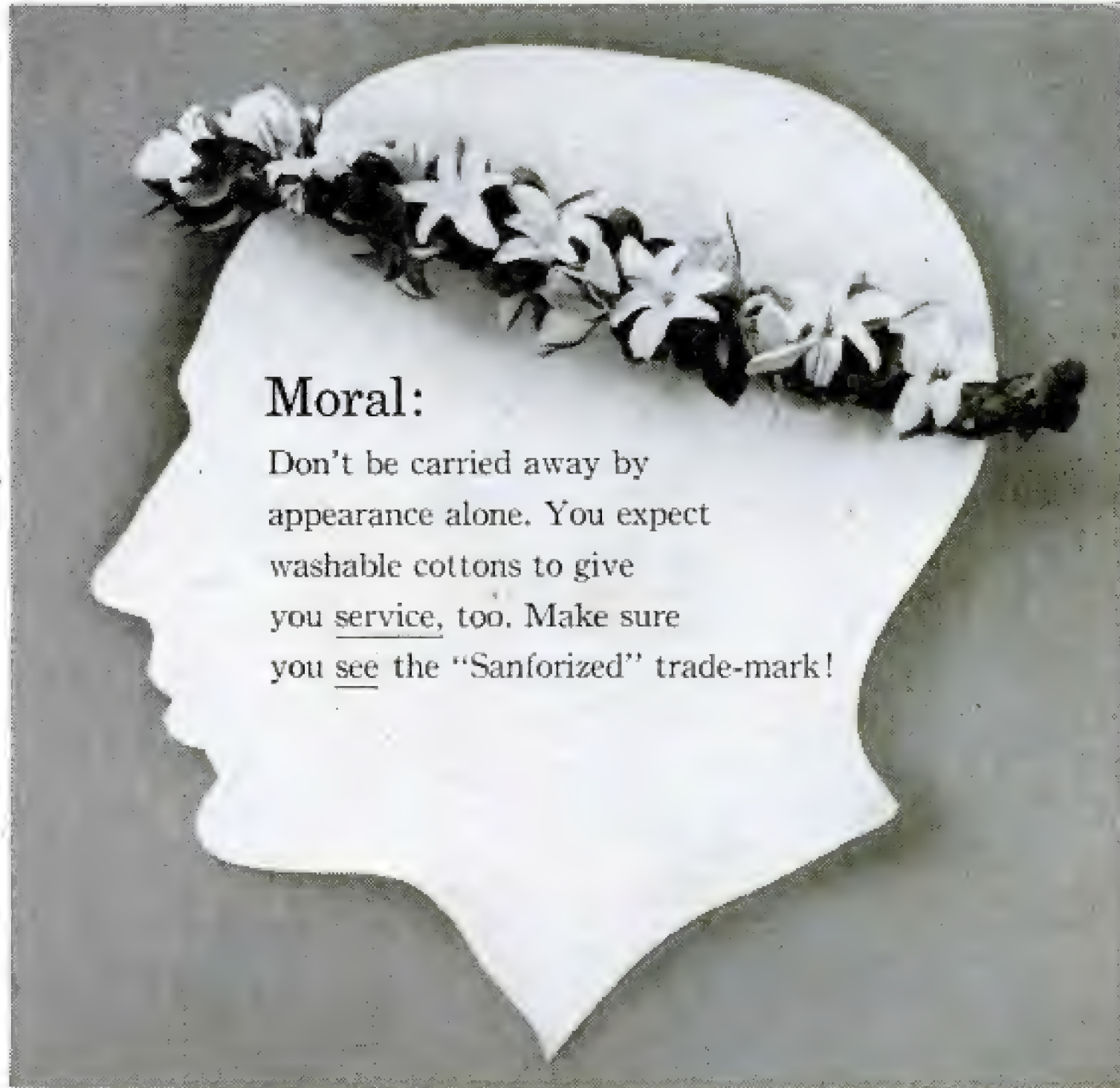
**To a man's horror**—the tight look in blouses. Stop struggling, honey. Listen: some cottons can shrink out of fit in a few washings—insist on seeing "Sanforized"!



**He'll go for** the poured-into-it effect this beltless charmer gives you. You'll like it, too... and wear it two ways: as a dress, as a lightweight coat.



**He'll run from** the spilled-over look caused by shrinkage. Don't take chances. Why even wonder? The "Sanforized" label says "permanent fit"!



## Moral:

Don't be carried away by appearance alone. You expect washable cottons to give you service, too. Make sure you see the "Sanforized" trade-mark!

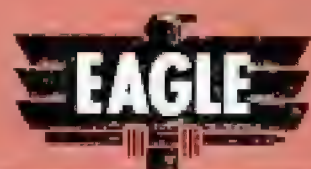
Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



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**SOLDIERS' GRIPE** about lack of replacements in World War II was summed up by Bill Mauldin's cartoon captioned: "Fresh, spirited American troops, flushed with victory, are bringing in thousands of hungry, ragged, battle-weary prisoners. . . ."

#### GENERAL'S LEGACY CONTINUED

them. A six-months' program will provide replacements with 50% more training than the four months that the law now requires before overseas service. From this pool of men who do not belong to any unit, regular forces can be lifted from peacetime to wartime strength in a matter of days. Some of those regular forces could actually be maintained at less than war strength because of the existence of such a pool of trained reserves, and units could be lifted from peacetime to wartime strength with trained men and not with untrained or half-trained recruits.

After six months of UMT service and three years in a reserve unit young men would enter active service with over half of the training estimated as necessary for combat. The training they would get would be the kind men do not forget for a long period of time, like the ABCs of basic education.

This system would also avoid the shock of pulling men out of industry after they had established themselves in it over a long period and gained critical positions. In the Korean conflict, over 600,000 reservists who were veterans of World War II had to be pulled away from families, critical jobs, colleges, professions and industry because we did not have the trained nonveteran reservists which UMT would have provided had such a bill been passed immediately following World War II.

*We have an absolute weapon, the H-bomb, and therefore we do not have to have trained men.*

This sort of argument has been cropping up for many years. Similar hullabaloo about "power weapons" has been heard whenever a new explosive has come to the fore. It is highly significant that as power weapons have become more and more destructive, losses on the battlefield have become fewer in proportion even as tactics and logistics have necessitated the use of more and more men. There was no battle in World War II and there was none in Korea where the casualties were as great for the number of men engaged and time elapsed as were the casualties on either side at Gettysburg or Fredericksburg—or even in any of the great battles of Napoleon, Caesar or Hannibal. The reason is of course that commanders have found ways of avoiding such losses, largely by dispersion.

Dispersion is more practical now than it has ever been before because modern communications, rapid transportation and high mobility make it possible to plug gaps where breakthrough threatens. In Napoleon's time, the Ardennes breakthrough at the Battle of the Bulge would probably have meant disaster to the Allied forces. However, General Bradley's superior mobility and

CONTINUED ON PAGE 120





**Again In Mexico—**

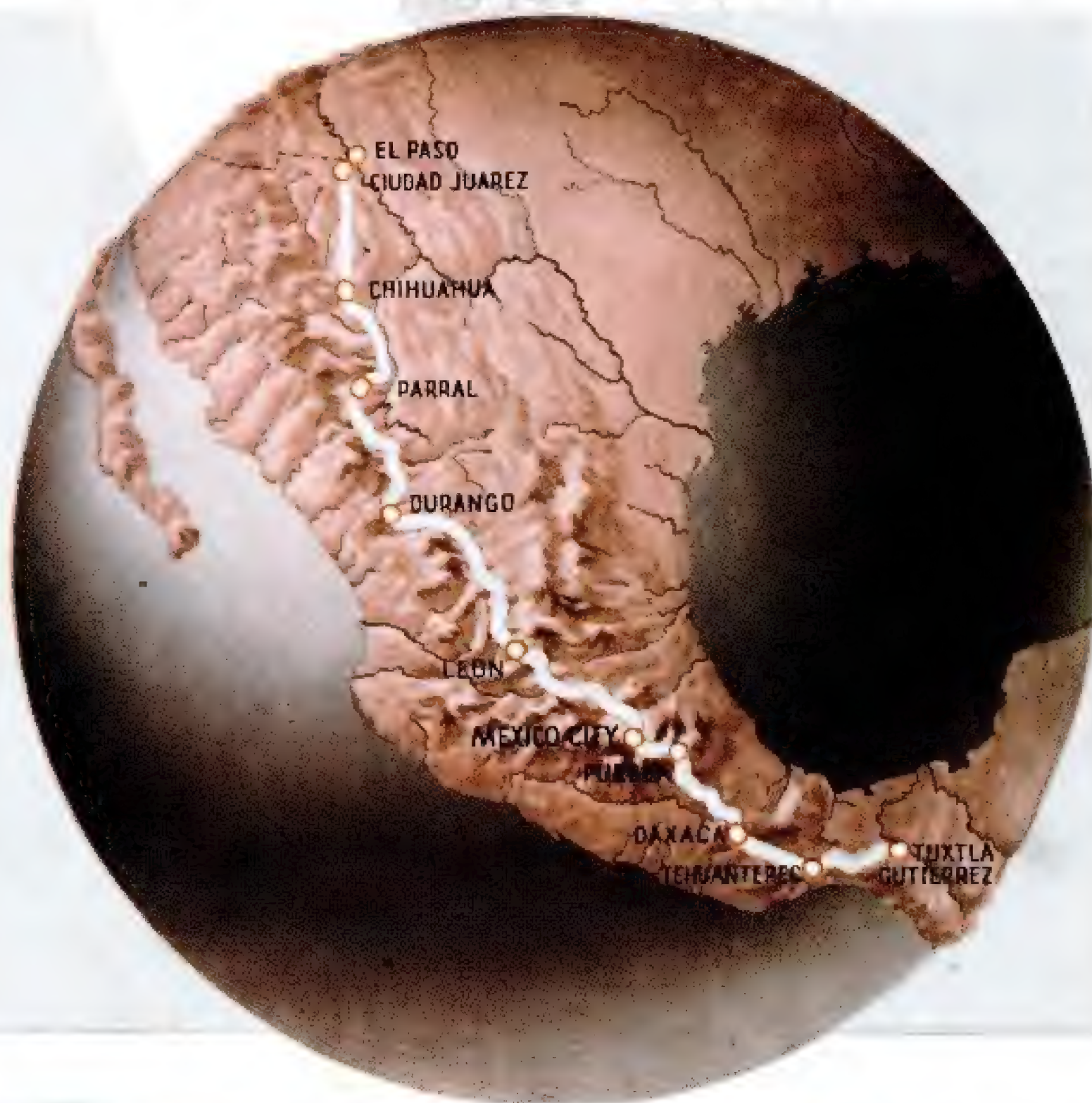
# FULL-FIRING CHAMPION SPARK PLUGS SCORE TRIPLE VICTORY IN WORLD'S TOUGHEST ROAD RACE!

Champion-equipped cars, large and small, American and foreign, have again dominated the Mexican Road Race, world's longest and toughest test of spark plug superiority.

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Today's traffic can be as exhausting as a road race—and a sluggish engine makes it twice as tough on your stamina and nerves. Be easy on yourself and your car—have your nearby Champion dealer install full-firing, **FIVE-RIB** Champions for smoother engine operation and quicker response under all driving conditions.

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The Champion-fitted 4.9 Ferrari driven by Maglioli at terrific speeds captured the Big Sports Car Class. Other Ferraris, also using Champions, placed 2nd, 3rd and 4th.

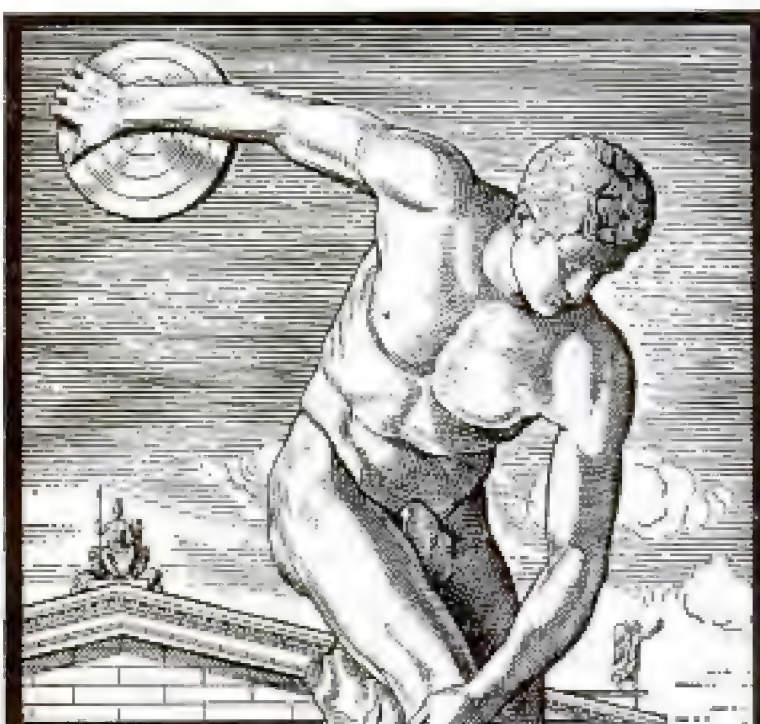


Crawford paced the Lincolns to their third straight win—a 1-2 victory in the Big Stock Car Class with Cadillac in No. 3 position. All of these cars were Champion-equipped.



Dodge cars, equipped with dependable Champions, finished 1-2-3 in the Small Stock Car Class. Drisdale, driver of the winning Dodge, led this class most of the way.





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**Only Procter & Gamble's Gleem has GL-70!**



**PRESENT-DAY TRAINEES**, like these men practicing on obstacle course at Camp Gordon, Ga., learn basic military skills adaptable to all types of warfare.

#### GENERAL'S LEGACY CONTINUED

communications enabled him to move Patton's army to the Germans' flank and defeat them quickly.

Power weapons are extremely costly, not only in money but in the basic resources that go into them. They are also extremely costly to operate, requiring almost unlimited maintenance lines. This costliness has reached such a point that it is questionable whether or not the manpower devoted to keeping some of these weapons on the battlefield is commensurate with the destruction that they are capable of delivering.

Power weapons are even more costly in terms of their battlefield losses in the face of ever-improving counterweapons. In the latter stages of World War II, armor experienced approximately 10% to 14% per month attrition. In the next war improved means of destroying armor will make this figure much higher. Of course, tanks are now but a minor element in our array of power weapons. But the cost and the attrition of air power present the same problem multiplied many times. When a \$67 rocket launcher can knock out a \$180,000 tank, or a \$30,000 guided missile can knock out a \$9 million airplane, we must find means of employing the latter weapons in manners probably much less effective than the maximum possible if such defensive measures did not exist.

#### Forestalling nuclear horror

**N**O one can predict with certainty what the pattern of the next war will be. The type of aggression in Korea did not call for the all-out use of power weapons. It is immaterial to insist that if we had employed all of our weapons to their ultimate limit we could have ended the war quickly. The fact is that those in authority at the time decided not to employ them, and certainly there were good reasons—whether or not they were overwhelming ones is a matter of opinion. We might have bombed and destroyed many Chinese cities and destroyed China's means of production. But if such a thing had been done we would necessarily have had to expect retaliation, certainly on the great cities of Japan which were under our protection, possibly even on some of our own coastal cities.

Is it possible for us to fix the pattern of war? If our strategy is mass destruction through the use of nuclear weapons and air-power, who is to make the decision? Can our President do so, or must he consult our allies? Will Congress make the decision?

CONTINUED ON PAGE 123

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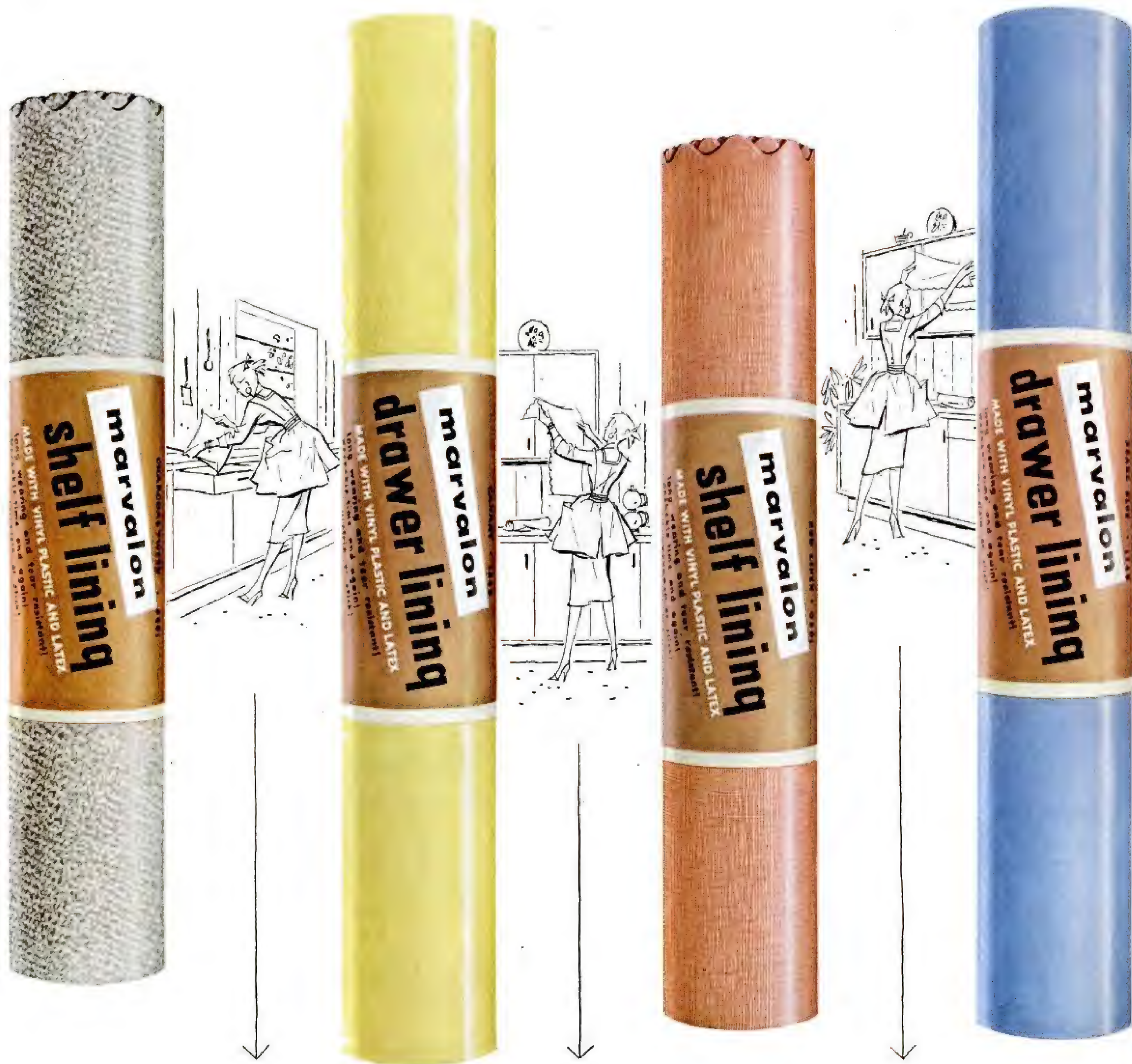
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### Kimberly Clark



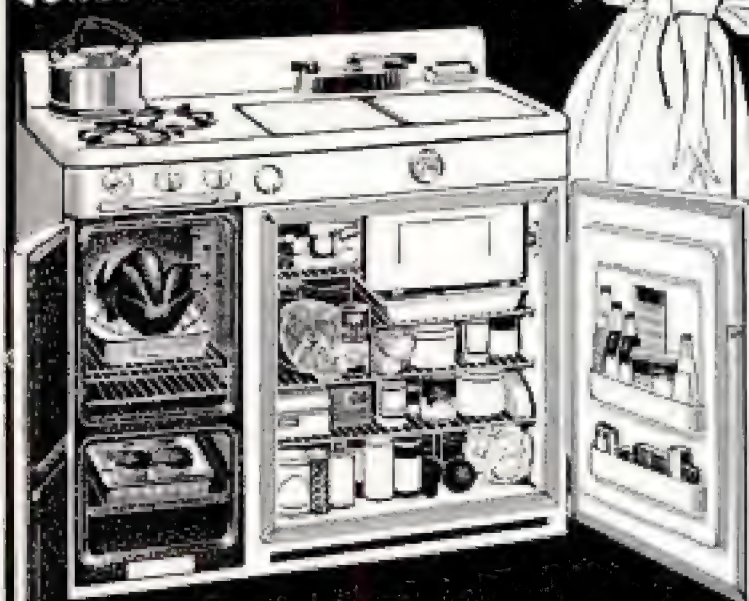
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## GENERAL'S LEGACY CONTINUED

Equally as important, *when* will it be made? Will the man who finally makes the decision by which millions of the enemy's women and children may be destroyed make it when he knows that hundreds of thousands of our own women and children will undoubtedly suffer a like fate? Will this man be able to say to himself, "I have not overlooked any alternative. This nation has not overlooked any alternative. We have used every possible lesser means that could be employed." It seems to me that such questions will have to be answered in the affirmative before any human being who brings this vast destruction on the human race can do so with a clear conscience.

The question of when such a decision is to be made might depend on many circumstances. Not only must we consider the type of aggression that we are facing, we must also consider the possibility of the enemy's warning us that he will not use the weapon unless it is used by his opponent. If he gives this warning to the world, what position will it put us in if we come to the decision to adopt the strategy of total destruction? How would we defend ourselves before the world?

The answers to all these questions are very far from clear at this time. Certainly if we rely on the bomb and very little else, this is the only strategy open to us. But if we have a large reserve of trained manpower, then we have a *choice* of what type of war we fight.

Trained manpower is our best assurance that the H-bomb will never *have* to be used.

Of course there is the argument that no weapon has ever been produced that has not been used. That does not mean we should necessarily follow the pattern. Maybe there will be a first time.

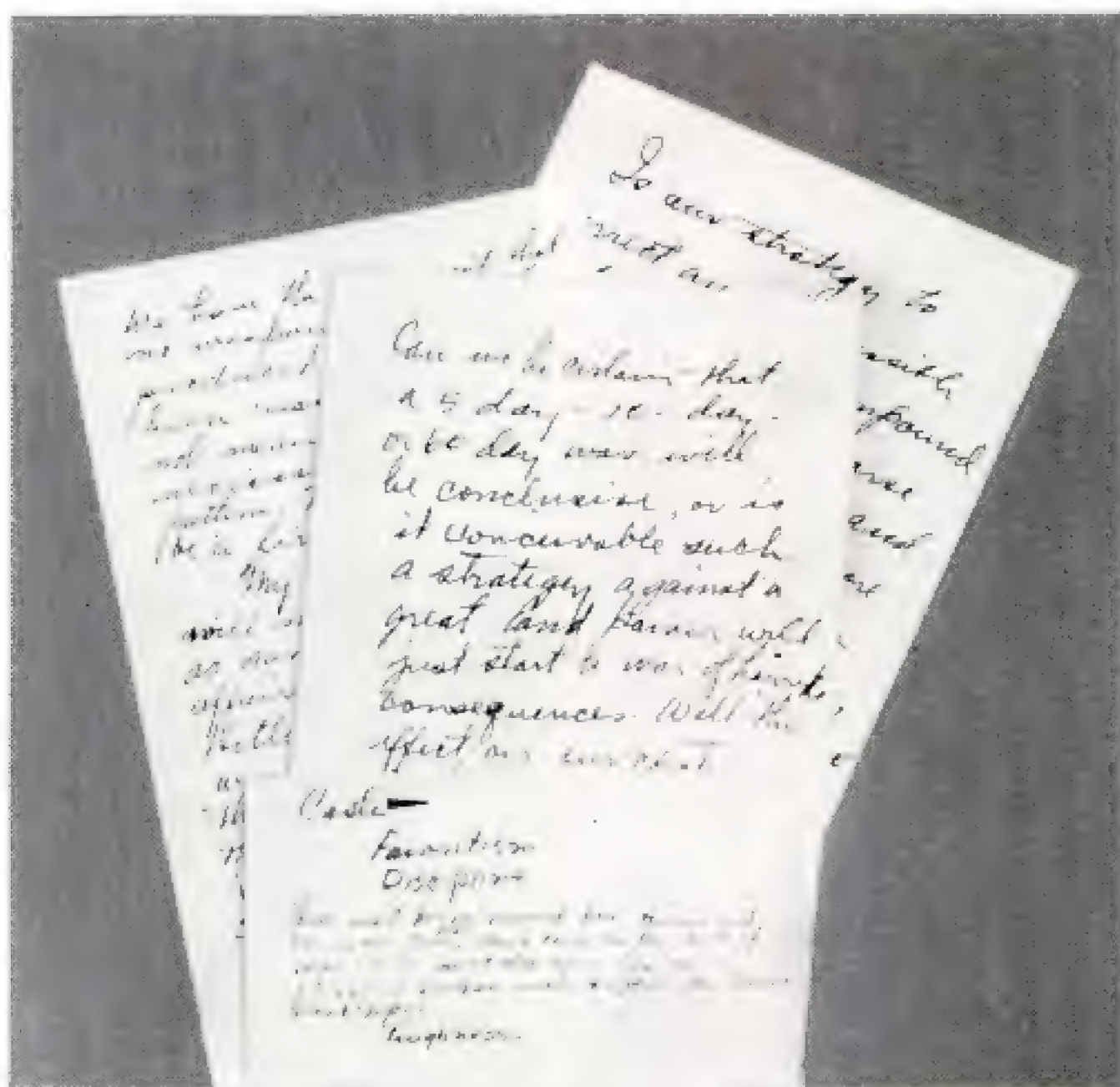
Can we in any case be certain that a 5-day, 10-day or 60-day nuclear war will be conclusive, or is it conceivable such a strategy against a great land power will merely be the beginning of a war unimaginably terrible in its consequences?

Will it be our strategy to try to correct an impossible situation or to compound it by a means worse than the malady and a consequence more chaotic than human endurance can bear or human conscience tolerate?

The crux of national security is to protect the nation and its institutions from destruction. The employment of a strategy based solely on nuclear weapons cannot properly be called a defense measure at all, for it almost guarantees the destruction of the very things we would be fighting to preserve. Thus what appears to be an easy way out—the reliance upon machines and atoms rather than upon trained manpower—becomes a trap for us all.

Is it not better that all of us bear equally the burdens and inconveniences of training for defense rather than face possible death, defeat and slavery amid the ruins of our civilization?

God grant that we never descend so low in the enjoyment of our blessings that we lose the will to rise and defend the institutions that bring them to us.



THE DYING GENERAL'S NOTES for this article were scribbled on backs of old sales slips and other handy scraps of paper during his last 11 days.

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# A LOOK AT THE WORLD'S



## PROOF OF CIVIC PRIDE

An eruption of civic pride littered the streets of Montreal. After placing a season's ban on belligerent Maurice ("The Rocket") Richard, star Canadien hockey player, Hockey League President Clarence Campbell had the temerity to come and watch the crippled Canadiens play a losing game. Sighting him, angry spectators pelted him with fruit and overshoes, then surged into the streets to loot stores and break windows in a six-hour riot.



## SOLEMN GARB FOR PRETTY QUEEN

Back home after two months of frolic and diplomatic enterprise in the U.S. with her husband, the shah, Queen Soraya of Iran offered prayers of thanksgiving for her safe voyage. In contrast to the gay garb she wore on tour, including low-cut gowns which strict Moslem women eschew, the queen was enveloped in the traditional *chador* as, on a pilgrimage to an Islamic shrine, she stepped shoeless from the tomb of a Moslem saint.

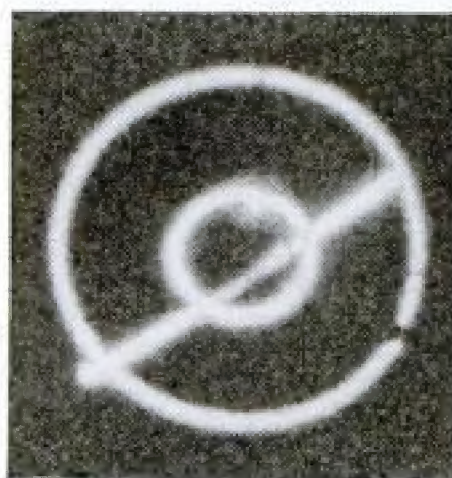
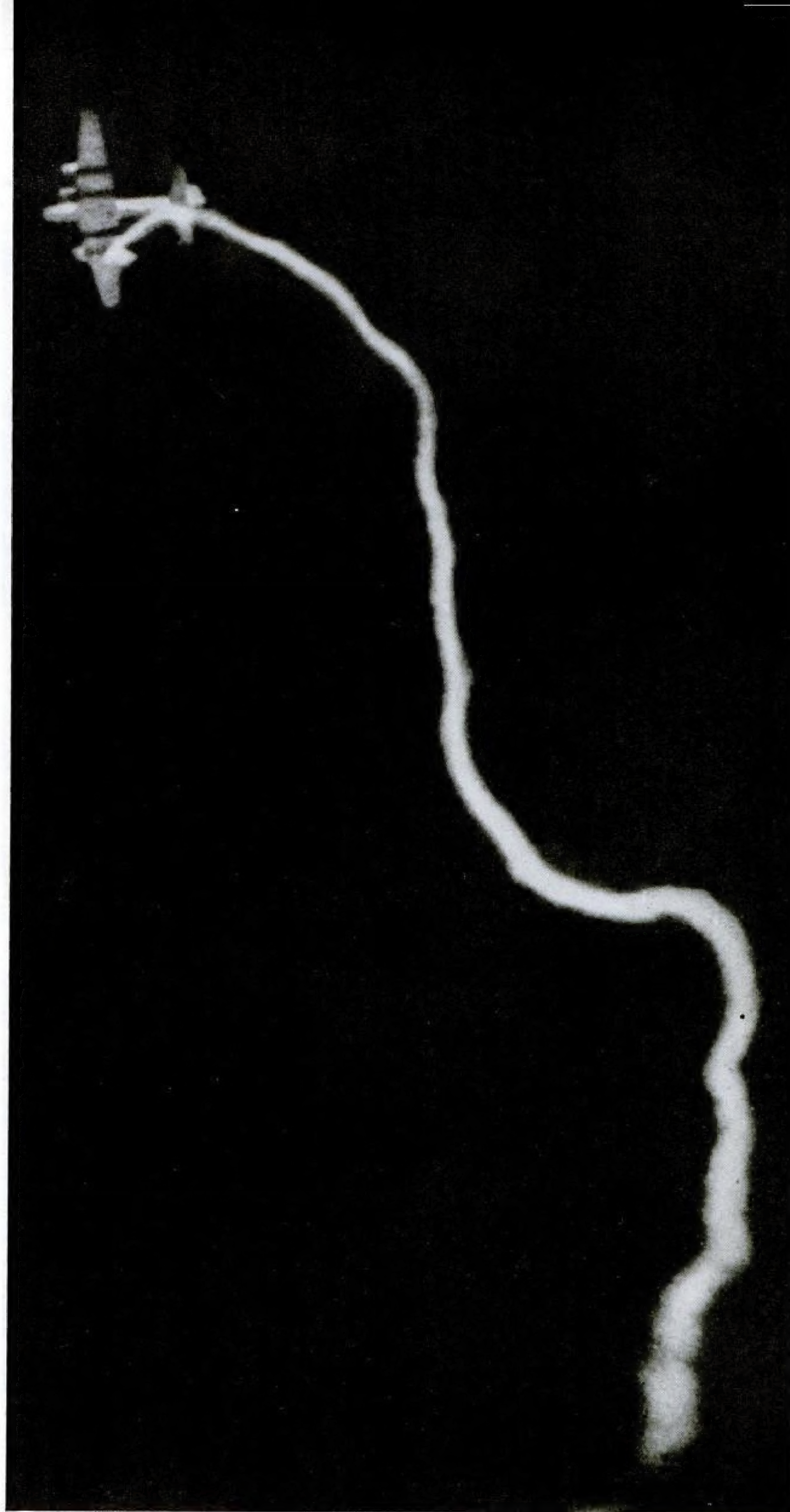


# WEEK



## STRANGE FIX FOR MR. WICKES

Don Wickes, a Hollywood promotion man, set out with four friends for a trip in his powder-blue convertible. Passing a tank truck, he saw an oncoming car and applied the brakes. The front right one grabbed and the laden car slewed right under the tanker. As the quintet ducked, the top crunched down on them. The truck dragged the car 300 feet but no one was hurt. Then the cool Wickes took out his camera to record the result.



## STRIKE FOR THE 'FALCON'

The Air Force unveiled a versatile guided missile—the 6-foot Falcon, developed by Hughes Aircraft. The Falcon will be carried by an interceptor which would detect the target as a spot on its radar (*left in series above*). Centering on it (*center and right*), the plane would launch the rocket. Guided by a secret device, the missile will follow a maneuvering plane unerringly, as seen by its track in the top picture, and make the kill.





## A BORN SPONGER

The disreputable ways of cuckoos have earned them the reputation of being among the biggest spongers of the bird world. The cuckoo above—the large bird—lives up to the reputation. Some weeks before, the cuckoo's mother left her egg in a warbler's nest and the warbler sat on it as though it were her own. When it

hatched, the young cuckoo dumped the warbler eggs out of the nest, and finally grew so big that, in feeding, the cuckoo's mouth almost engulfed its foster mother's head. Now able to leave the nest, the cuckoo will stick around for a few more free meals before it flies off, leaving behind a worn-out warbler.



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